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THE NATIONAL NEWSPAPER OF MARKETING

Schenley Shifts Dubonnet Account to Norman, Craig

TV Code Stations Had Refused Kleppner Ads; Account Bills $1,000,000

NEW YORK, July 20—Schenley Industries, which apportions some $20,000,000 worth of advertising among six agencies, will transfer its Dubonnet business from Kleppner Co. to Norman, Craig & Kummel on Sept. 1.

Lewis S. Rosenstiel, chairman and president of Schenley, was said to have made the decision to switch the Dubonnet account, which was increased this year from $250,000 to $1,000,000.

The entire $1,000,000 was budgeted for the New York area, in a campaign which immediately embroiled the distiller in a controversy with the broadcasting industry.

Commercials produced by the Kleppner agency promoted the Dubonnet wines, which are imported from France, but they also did some selling on the side for Schenley. They used a tagline, "Another product of Schenley elegance," and they had the camera linger for a longish moment on a glass emblazoned with the theme, "Schenley elegance."

WNBC-TV and WCBS-TV, subscribers to the National Assn. of Broadcasters code, turned down the commercials as subtle pitches for Schenley's hard liquor brands. Two non-code stations, WNTA-TV and WOR-TV, accepted the commercials.

Norman, Craig reportedly has a

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Calley, Schloat Leave Bates, Compton to Join TV Film Producer

NEW YORK, July 20—Two more executives have made the trek from the advertising agency business to the film production field.

John N. Calley resigned as vp for new program development at Ted Bates & Co. to join Filmways. His appointment to fill the newly created post of vp in charge of program development was taken as an indication that Filmways, one of the country's biggest commercial producers, plans to step up its tv programming activities.

Martin Ransohoff, Filmways chairman, said Mr. Calley would be responsible for developing and coordinating tv programs here and abroad and that he would be active in the development of feature movies as well.

Following Mr. Calley's exit, William Templeton, former tv-radio head at Cunningham & Walsh, moved into the tv programming department at Bates. His title was not announced.

■ The second figure to desert the agency ranks for the production side of the business was Warren Schloat, who resigned as vp and creative director of Compton Advertising to become vp and creative director of Robert Lawrence Productions, a leading tv commercial producer.

Mr. Lawrence termed Mr. Schloat's "appointment a major step toward establishing a closer liaison between producer and agency. For the first time agency-oriented creative talent of the highest rank will be available to agency executives at the most crucial phase of the commercial production process—at the point where storyboard is interpreted on film," Mr. Lawrence said. #

Mr. Pink's amazing mattress

MR. PINK—*Englander Co., Chicago, is following up its first series of "Mr. Pink's Amazing Mattress" ads with a second series on the same theme in eight home furnishings trade and business publications. They will run to the end of the year. North Advertising is the agency.*

$3,500,000 Billings . . .

Cohen & Aleshire Becomes Part of Donahue & Coe

NEW YORK, July 21—Cohen & Aleshire, founded 14 years ago as Harry B. Cohen Advertising Co., will become part of Donahue & Coe Aug. 1.

Most Cohen accounts, billing an estimated $3,500,000, and 19 of the agency's 32 employes, will make the move. Among the personnel are Harry B. Cohen Sr. and Harry B. Jr., Edward Aleshire and Frank Brady. Mr. Cohen Sr. is chairman of the board; Mr. Aleshire is president; Mr. Brady is exec vp and Mr. Cohen Jr. is vp, secretary and treasurer.

At Donahue & Coe, Mr. Cohen Sr. will be a senior vp and member of the executive committee, and

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Puffed Cereal Too Puffy; Seize Quaker Shipment

FDA Finds Package 6%, 15% Below Label Weight; Hits Snow Crop Ad Claim

New Puffer Too Effective; Lightweight Packages Are Being Recalled: Quaker

WASHINGTON, July 20—The Food & Drug Administration charged today that a new puffing process used by Quaker Oats Co. is resulting in a serious shortweight in packages of Puffed Rice and Puffed Wheat which are being shipped from the company's Shiremanston, Pa., plant.

The charges were made as FDA seized shipments of Quaker cereals at Camden, N. J., and Baltimore. FDA officials said the company has known about the problem since April, and that the government intends to go ahead seizing more shipments of the products.

According to John L. Harvey, deputy FDA commissioner, the problem arose after the company developed a new process which enables it to puff more air into its Puffed Rice and Puffed Wheat. Because the volume has been increased without increasing the size of the containers, FDA contends packages of Puffed Wheat are as much as 15% shortweight, and packages of Puffed Rice about 6% shortweight.

Mr. Harvey estimated that shipments of the products which are under attack by FDA amount to about $200,000 monthly. "Under the circumstances," he said, "shortweight could result in an extra 10% profit to the firm."

■ Meanwhile, FDA was trying to decide what it should do about health claims which are being used in the concentrated orange juice industry.

FDA got into the problem last month when it challenged some of the promotional materials used for Snow Crop, marketed by the Snow Crop division of Minute Maid Corp. Now it is preparing to look at Snow Crop's competitors.

FDA says Snow Crop misrep-

(Continued on Page 89)

CHICAGO, July 21—Short weighting of packages of Quaker Puffed Wheat and Puffed Rice was an unanticipated result of a manufacturing process improvement, Quaker Oats Co. told ADVERTISING AGE today.

The underweight packages are being called back, the company said, but it has not yet been decided whether the problem is to be remedied by enlarging the package, by revising the weight statement on the label, or by some other means.

Following is the Quaker statement:

"It is the long established policy of the Quaker Oats Co. to deliver only full weight, top quality products to the customer.

"The present situation concerning Puffed Wheat and Puffed Rice involved an unusual production and packaging problem of recent origin. It is confined to our Shiremanstown, Pa., plant, the company's newest cereal processing unit.

■ "The problem actually came about because of an improvement in the product. Through recent refinements in the puffing process at Shiremanstown, this new plant has been producing puffed kernels of wheat and rice which are ex-

(Continued on Page 89)

Survey Post Mortem . . .

Gumbinner Notes Trend to Longer TV Ads, Sees Loss of Impact on Viewers

NEW YORK, July 20—A survey made by Lawrence C. Gumbinner Advertising to determine station policy regarding the longer television station breaks for fall revealed:

- All but one station said they do not plan to pre-empt a longer station break commercial for a shorter.
- Six stations said they will offer commercial positions on a first come, first served basis.
- All stations said they do not plan to charge a premium for position.
- All stations said they do not plan to triple-spot commercials.
- All stations said they do not plan to decrease rates, even though the longer break period may tend to "dilute" effectiveness of commercials.

■ These results were obtained from 72 network affiliates in response to the agency's eight-point questionnaire (AA, May 15). As a follow-up, Paul G. Gumbinner, vp in charge of radio and tv, this week sent a letter to the networks and their affiliated stations pointing out that "if the trend towards increased commercialization continues, viewers will spend less and less time in front of their tv sets, making tv a less and less effective way of spending an advertiser's dollars."

■ Pointing out that the answers were pretty much as "expected by us," Mr. Gumbinner expressed concern that none of the respondents planned a cut in rates to offset the loss in effectiveness he felt would result from the additional commercial time. He added:

"Our responsibility to our clients demands that we obtain the largest audience for their advertising message at the least cost. Obviously, we are concerned if any advertising medium loses its strength and becomes less effective.

"The longer breaks in television

(Continued on Page 90)

Last Minute News Flashes

Gulf Moves $2,500,000 Account Unit to EWRR

PITTSBURGH, July 21—Gulf Oil Co. has switched the advertising for its tires, batteries and accessories division from Young & Rubicam to Erwin Wasey, Ruthrauff & Ryan. Billings are estimated at about $2,500,000. Earlier this year (AA, May 1), EWRR gained Gulf's specialty products division from Y&R, which continues to handle the bulk of Gulf's account, including gasoline, oil and corporate advertising.

Van to Join 'Family Circle'; Meredith Names Tucker

NEW YORK, July 21—Karyl Van, vp and advertising director of Meredith Publishing Co., Des Moines, will join *Family Circle* Aug. 7 as vp and advertising director. He succeeds J. B. Scarborough, who will be moved to another post. Meredith has appointed Darwin D. Tucker, assistant advertising director, to succeed Mr. Van.

'Journal' Cuts Rates; Offers Rebate

PHILADELPHIA, July 21—*Ladies' Home Journal*, in a "sound and sensible" competitive move, today announced a 10% reduction from card rates, beginning with its December issue. The reduction would be before commissions, premiums or discounts other than volume. The *Journal* also told advertisers they would "receive an appropriate rebate" if its delivered six-months average circulation "does not produce a rate-per-thousand equal to or less than the rate for *McCall's*, figured on 8,000,000, or whatever smaller net paid circulation *McCall's* actually delivers" *(see earlier story on Page 3)*.

(Additional News Flashes on Page 89)

GM Ads to Tell Use of Delco as All-Parts Brand

Old Names to Stay on Original Equipment; Delco Label for Replacements

DETROIT, July 18—General Motors is gathering its scattered parts divisions under the umbrella of a single marketing concept, with one name and one symbol for all of its various replacement parts and accessories. The marketing plan, known as United Delco, is being announced to the trade this month, and will be announced to the public in September.

The idea behind the marketing concept is to simplify the purchase of parts and accessories, at both wholesale and retail levels. Each of the various divisions will retain its present name and autonomy, and the products will retain their identity when they are sold to GM's passenger car and truck divisions for use as original equipment.

But when the products are marketed through United Motors Service division of GM, they all will have "Delco" tacked on before their names.

For example, the wire and cable produced by Packard Electric

division will be known as Delco Packard when it is merchandised as replacement equipment. Similarly, the GM carburetors will be known as Delco Rochester.

■ The first trade ad is an eight-page, four-color insert running in July issues of *Automotive News, Brake & Front End Service, Gasoline Retailer, Jobber Product News & Jobber News, Jobber Topics, Modern Tire Dealer, Motor, Motor Age, Motor Service, Motor West, NADA Magazine, National Petroleum News, Northern Automotive Journal, Service Station Management, Southern Automotive Journal, Super Service Station,* and *Tire & TBA Review.*

The same media will get four-page inserts in August, followed by a repeat of the eight pages in September. Fleet books will get the four-page insert in September.

The program will be announced in September issues of consumer magazines, after the service stations and dealers have been identified with new signs and have established their participation in "Operation Delco."

Product ads from the various divisions will carry the same general theme with the headline, "Simply Say Delco." Product commercials on radio and tv also will carry the United Delco overtones.

Campbell-Ewald is the agency for United Motors Service and is handling the United Delco campaign for GM. Campbell-Ewald also is agency for Delco-Moraine, Delco Products, Delco Radio, Delco-Remy, and Packard Electric divisions. D. P. Brother & Co. handles Delco Appliance, Guide Lamp, Harrison Radiator, Hyatt Bearings, Rochester Products, and New Departure divisions. #

Advertising Part of U. S. Magazine Bill to Be Dropped

WASHINGTON, July 21—While presiding over hearings of a Senate commerce subcommittee, Sen. Clair Engle (D., Cal.), sponsor of export promotion legislation (S. 1729), today officially disowned a section of the bill which authorizes the Department of Commerce to accept paid advertising in its magazines. He promised this authority will be stricken before the bill is recorded.

The senator spoke after Commerce Under Secretary Edward Gudeman testified that the department is "not prepared at this time to justify undertaking all the specific services contemplated" in the bill. Mr. Gudeman specifically mentioned among these services (1) "advertising of trade services and trade and investment opportunities in private commercial information media," and (2) "acceptance of paid advertising in appropriate departmental publications."

Sen. Engle noted he has received protests from Associated Business Publications, National Business Publications and Magazine Publishers Assn. He said he agreed that government "ought not to get into the business of accepting paid ads." #

General Tire Boosts Simonds

General Tire & Rubber Co. has appointed David H. Simonds to the new post of marketing manager of its Bolta products division, Lawrence, Mass. Mr. Simonds, who joined Bolta in 1951, will continue as coordinator of advertising of the plastics division.

Data-Control Picks Bennett

Victor A. Bennett Co., New York, has been named to handle advertising for Data-Control Systems, Danbury, Conn. The account followed David Levy, an account executive who recently moved from Ellington & Co. to Bennett.

AD LURE—*Lone Star Brewing Co., San Antonio, has put up this spectacular fishing beacon along the Seawall in Galveston. It forecasts fishing conditions at the five major fishing areas around the island. The fishing pole held by the cutout girl is activated by a motor and eccentric wheel to simulate the action of a fish on the line. Glenn Advertising is the agency.*

Ad Groups Resist Compromise on Defense Ads Ban

WASHINGTON, July 20—There was endless speculation this week as the Senate appropriations committee approached a decision on legislation which would curb advertising activity of defense contractors.

Advertising groups seem confident they have convinced senators that the House went too far when it adopted legislation which specifies that no defense funds can be spent for advertising. There were reports that a number of senators are prepared to fight for a substantial retreat from the position which the House has taken.

Most of the compromise talk continues to be along the line proposed by Defense Under Secretary Roswell I. Gilpatric, but the advertising organizations do not regard this as a satisfactory solution.

■ In his testimony for the administration, the Under Secretary said the Defense Department agrees wholeheartedly that the cost of product, institutional and promotional advertising should not be considered as an allocable cost under defense contracts.

His formula would sacrifice the institutional advertising in trade and technical publications, which has been a recognized defense cost for more than 20 years. On the other hand, the Under Secretary contended Congress would be going too far if it accepted legislation which would also prevent the Defense Department from reimbursing companies for ads which are necessary for such essential purposes as advertising for subcontractors, help wanted, scarce materials, etc.

■ The advertising organizations frown on the compromise for a number of reasons. During hearings before the Senate appropriations committee last week, witnesses pointed out that this is the first time that Congress has sought to proscribe a specific business expense from recognition as a reimbursable cost in defense contracts. They regarded the legislation as an unwarranted and unfair reflection on advertising.

The specific language of the House legislation came under attack. Some witnesses contend it is so broad that companies would be prevented from buying ads with any money they receive from the Defense Department, including the profit which they earn for their work.

■ Although less was said about it publicly, some witnesses were also fearful that the adoption of the anti-advertising rider would have some serious repercussions for defense contractors in their dealings with the Internal Revenue Service. While the rider does not change tax law, there was some speculation that the Internal Revenue Service might interpret the congressional move as a mandate to disallow advertising as a necessary and reasonable business expense in tax returns for companies engaged exclusively in defense work.

While the appropriations committee hopes to act soon on the problem, the timing was surrounded with uncertainty. Hearings on the defense appropriations bill were suspended during most of the

(Continued on Page 12)

Use Kennedy Name, Photo in Ads Only if Okayed: NBBB

NEW YORK, July 21—Advertisers once again have been cautioned against unauthorized use of the President's name or likeness in their advertising.

A bulletin issued today by Kenneth B. Willson, president of the National Better Business Bureau, said it is White House policy to refuse permission for use of the President's or Mrs. Kennedy's name or likeness for advertising or commercial purposes. Exceptions are made only if the advertiser writes to the White House for approval in advance.

According to NBBB, most misuses of the Kennedy name occur because of ignorance of this long-standing White House policy. Among the abuses cited were a "Kennedy special" fish stew; "J.F.K. rocking chairs"; shirts of the "same type worn by the President"; commemorative coins, plaques, key chains and other novelties; a publisher who reproduced a magazine cover showing the First Lady in a business paper ad; use of the President's and Vice-President's names on car cards advertising a play; and a perfume company stating in a business paper ad that a bottle of its perfume had been presented to the First Lady. #

Allied Chemical on TV

Allied Chemical Corp., New York, has been running a 26-week co-op effort on WLW-TV, Cincinnati, with four retailers in southeastern Ohio and Indiana. The campaign, which started July 11, includes live commercials for Allied's Caprolan textured nylon twice per week on Ruth Lyons' "50-50 Club." Participating stores are Cincinnati Distributors, Cincinnati; Myron Cornish, Dayton; Sally's Rug Shop, Columbus; and Simpson-Miller's, Indianapolis. These stores will back the tv spots with newspaper ads, store displays and point of sale literature.

Jones Joins Stackig as Exec VP

Compton S. Jones has joined S. G. Stackig Inc., Washington, as exec vp. Mr. Jones was formerly an account executive of Ketchum, MacLeod & Grove, Washington.

'Diesel Power' Changes Name

Effective with its July issue, *Diesel Power*, Stamford, Conn., changed its name to *Equipment Superintendent*. The publication was established in 1923.

GE Appoints Griswold Agency

CLEVELAND, July 20—General Electric Co. has named Griswold-Eshleman Co. to handle advertising for the commercial and industrial portion of its large lamp department, succeeding Batten, Barton, Durstine & Osborn, effective as of Sept. 1.

BBDO retains the department's retail lamp business, as well as the miniature lamp department account and corporate advertising.

GE said the commercial and industrial ad budget is about $500,000 annually, with most of it going into trade publications, plus some other business publications. Products include fluorescent, mercury and incandescent lighting for offices, factories, schools, street lighting, etc.

Six finalists bid on the account, including BBDO. The others were Meldrum & Fewsmith; Fuller & Smith & Ross; G. M. Basford Co.; and MacManus, John & Adams.

■ The department said the move came after "we decided on a more aggressive promotion program and decided to see what other agencies had to offer."

Martin R. King, advertising manager of the department, said Griswold-Eshleman won "on the basis of its outstanding response to the creative advertising, promotion and marketing needs of our business." #

Retailers Seek 'Temporary' Ban Power for FTC

WASHINGTON, July 20—A dozen trade association representatives, representing some of the most active retail organizations, went to the White House today in an effort to persuade President John F. Kennedy to press for legislation which would let the Federal Trade Commission issue "temporary" cease and desist orders.

The group, which was introduced by Rep. Wright Patman (D., Tex.), told the President this legislation "is much needed and much desired by small business."

■ The proposal to let FTC issue temporary cease and desist orders is advocated also by FTC Chairman Paul Rand Dixon. Chairman Dixon has contended that the temporary orders are needed because excessive damage can occur while FTC goes through its time-consuming processes before issuing a cease and desist order.

Rep. Patman, who is a co-author of the Robinson-Patman Act, said the executives who visited the White House represent "several hundred thousand" businesses. He reported the President "expressed interest" in what the group had to say. Among the groups represented at the meeting were the National Assn. of Retail Grocers; National Assn. of Retail Druggists; and other associations in the petroleum, dairy, candy, meat and tire field, as well as the Farmers Union and Cooperative League of the U.S.A. #

WBTV Promotes Two

WBTV, Charlotte, N.C., has appointed Fred Gibson, formerly sales representative, Carolina sales manager and Van Weatherspoon, formerly in the sales department, sales supervisor, a new post.

WBIC Promotes Hanna

Fuad Hanna has been promoted from national sales manager to general sales manager of WBIC, Bayshore, N.Y. He succeeds Roland Brescia, who will remain with the station in another capacity.

Highlights of This Week's Issue

Marsteller International, subsidiary of Marsteller, Rickard, Gebhardt & Reed, will begin operations in three European countries before Sept. 1 ..... **Page 4**

Paramount Paper Products Co. study reveals that enclosure of cooking instructions in every meat package will stimulate sales of a wider variety of cuts ..... **Page 6**

Sunbeam Corp. will launch one of the most extensive fall-winter promotions in its history in October for its appliances and men's and women's shavers ..... **Page 6**

House ways and means committee issues pronouncement on what it will do with the administration's expense account proposals, tentatively agreeing to tighten, but to continue to allow, most expense account spending ..... **Page 20**

Maico Electronics moves its account out of Bozell & Jacobs and into Willis & Borg ..... **Page 24**

Nationwide Insurance bases its $350,000 campaign on a recent survey reporting that 90% of its policyholders renew their coverages with the company ..... **Page 30**

Glass Container Manufacturers Institute's three-year campaign increases no-deposit bottles' share of the over-all packaged market from 5.5% to 11% ..... **Page 36**

Revere Copper & Brass Inc. plans fall campaign to promote its Revere Ware and Designers' Group cooking utensils as gifts ..... **Page 43**

Joyce Hall, president of Hallmark Cards, says advertisers have a responsibility for the kind of programs that get on tv ..... **Page 44**

Better Business Bureau of Metropolitan New York issues a 12-page booklet outlining retail advertising standards ..... **Page 48**

Eversharp enters its Schick Injector razors and blades in the British market ..... **Page 49**

Government charges that Greater Buffalo Press Inc. will obtain a complete monopoly on the printing of color comic supplements for newspapers if it is allowed to set up printing operations in the South ..... **Page 53**

O. M. Scott & Sons drops its $1,000,000 cooperative advertising program in favor of national and regional advertising ..... **Page 71**

National Assn. of Broadcasters gives its stamp of approval to the Federal Communications Commission's proposed new form for broadcast programming ..... **Page 72**

Virginia Miles, vp and director of research, McCann-Marschalk, enumerates faulty marketing research practices to guard against when buying marketing research ..... **Page 79**

Topics Publishing Co. survey reveals drug store sales totaled $7,711,000,000 in 1960, a 6.4% gain over the previous year ..... **Page 88**

A joint committee of the American Medical Assn. and the National Education Assn. urges the establishment of educational programs designed to discourage children from smoking ..... **Page 93**

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Knorr Soups to Bow in Midwest, East in Big Push

'Kettle Cruise to Europe' Motif Set After Extensive Market Tests

NEW YORK, July 20—Best Foods division of Corn Products Co. is marshaling its forces for a "many million dollar" advertising effort to alert all major eastern and midwestern markets to the coming of Knorr soup mixes.

John M. Volkhardt, vp and marketing director of Best Foods, described the campaign as the biggest single program ever initiated for a Best Foods product. Network and spot tv, Sunday supplements, magazines and pre-print color newspaper ads will be used.

Theme of the Knorr ads will be "Take a kettle cruise to Europe," with each of the seven soups identified with a European country.

■ The Knorr dehydrated soups have been tested in four markets since January (AA, Jan. 25). In Columbus and Providence, the Best Foods division introduced Knorr soups through an extensive sampling program, in which pouches of the soup were mailed to about 67% of the families. With the sample was a certificate, which, when coupled with a box-top from a Knorr carton, was good for a free soup coupon. Backing

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BAND OF ARTISTS—*Frank Bohnel, Batten, Barton, Durstine & Osborn, plunger in hand, prepares to lead the Art Directors Club of Cleveland, of which he is new president. Sitting in with him are othe new officers: Dave Lorndon, Griswold-Eshleman (triangles), King Beach, King Photography ("euphonious diffusers"), and Tom Shephard, Lang, Fisher & Stashower (sax), all members of the executive board; Ed Kagy, Laing, Fisher (trumpet), vp; Lou Calmer, Carr-Liggett (drum), secretary; and Harry Bush, Bayless-Kerr (loot), treasurer.*

Landers, Frary Ad Execs Join Parkson; $5,000,000 Push Set

NEW YORK, July 19—Following completion of the purchase of Landers, Frary & Clark by J. B. Williams Co., a reorganization was under way today, moving Landers executives into the offices of Parkson Advertising.

U. Sykes Mozneck, former director of merchandising and advertising; Stephen Krykew, his assistant; Alexander W. Macy, copy chief; and Lee Cibley, art director—all previously in New Britain, Conn.—have moved into the offices of the Williams house agency.

Mr. Mozneck has been named account supervisor of all Universal product lines, including electric housewares, vacuum bottles, hardware lines, Universal-Dazey and Universal-Handy Hannah products.

Mr. Krykew continues as his assistant, and Mr. Macy and Mr. Cibley have joined the copy and art groups at Parkson.

■ Landers, Frary has announced a $5,000,000 fall campaign and plans to run eight television shows weekly, which it said would be the largest tv schedule by a housewares or electric appliance manufacturer. Already signed are "Lawrence Welk Show," "The Untouchables," "House Party" and "Original Amateur Hour."

Advertising will be incorporated with that for other company products such as Williams shaving preparations, Kreml and Conti hair products, and Geritol, Sominex, Serutan and other drug products.

■ Harry Silverman resigned as president of Landers, Frary following purchase of the 119-year-old company by Williams, to devote full time to the presidency of Plume & Attwood Mfg. Co., a metals company. Matthew B. Rosenhaus, head of J. B. Williams, was named president and chairman of Landers, Frary & Clark. #

MacNeal Calls 'McCall's' Reader Claim 'Nonsense'

Curtis Head Blasts Rival's 'Ego Satisfaction'; 'McCall's' Miller Replies

NEW YORK, July 19—Robert E. MacNeal, president of Curtis Publishing Co., charged yesterday that *McCall's* pledge to deliver a circulation bonus of 1,000,000 over its rate base of 7,000,000 copies, without boosting rates (AA, July 17), was "obviously a hurried move calculated to preserve the illusion of leadership."

Mr. MacNeal, whose company publishes *Ladies' Home Journal*, a rival of *McCall's*, described the bonus announcement as "a form of ego satisfaction, rather than a sound publishing practice, and we see no virtue in winning a race to the poorhouse." According to Mr. MacNeal, advertising rates in the women's field are "already unprofitably low."

■ He said the *McCall's* announcement "could indeed have been one more nervous reaction to current linage losses, but it is more likely to have been panic caused by our announcement that we would fulfill certain *Coronet* subscriptions with Curtis magazines." This was a reference to a Curtis decision to acquire, along with the *Reader's Digest*, a portion of the subscription list of *Coronet*, which goes out of business with its October issue.

"For *McCall's* to ascribe the move to enormous reader demand," continued Mr. MacNeal, "at the very time when they are tempting dealers to 'eat' copies by making whopping bonus offers for extra newsstand sales, and extending the sales period in hope that someone will buy a copy, is obviously nonsense."

■ Mr. MacNeal was also critical of *McCall's* assertion that its decision "will contribute to a greater flexibility in the marketing economy." In Mr. MacNeal's view, it was "equally silly for them to prattle about it as a contribution to greater stability, when its effect will almost certainly be exactly the opposite."

He challenged a *McCall's* statement that the magazine "delivers the lowest percentage of reduced rate subscriptions among all major magazines," with the exception of one publication not in the women's field. Mr. MacNeal said, "The fact is that their percentage was below the *Journal* in only two out of the last 11 years. Yet, in spite of the fact that *McCall's* subscription price was only $3, compared with

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'McCall's,' 'LHJ' Admit Overcharging on Ads: 'Good House'

NEW YORK, July 20—"Both *McCall's* and the *Journal* through different approaches are now admitting that they have overcharged the advertiser." That was the opinion today of *Good Housekeeping* as it watched a scrap between the two women's magazines and insisted it was "not a party to this numbers race."

An executive of the magazine termed "six rate increases totalling 78% in the case of *McCall's*," a "shock" which "must have caused a review of many schedules, especially when the cost-per-page-per-1,000 was hiked 32%."

He said, "With modern circulation promotion methods any magazine can achieve any desired level of circulation provided it is willing to pay the price—or can pass it along to the advertiser."

But he added, "When a magazine extends its circulation too far, it must become too general and too ineffectual. Thus it grows more like tv, as a common denominator medium. With too broad a base it loses the selectivity that has made magazines an essential complement to broadcast for total market impact.

■ "It seems a shame to have this battle just when the new Nielsen media service shows how effectively and efficiently the women's

(Continued on Page 98)

At South Carolina Broadcasters Meeting . . .

Brown Hits 'Monroe Doctrine' in Time Buys; Asks ABC-Like Radio-TV Data

Otherwise, Says WSPA Head, 'Jungle of Rating Warfare' Will Continue

MYRTLE BEACH, S. C., July 18—Walter J. Brown, president of WSPA and WSPA-TV, Spartanburg, attacked current broadcast buying methods in a speech yesterday before the South Carolina Broadcasters Assn.

"A time buyer in a little partitioned office picks up a book, takes the number of homes delivered at a particular time and feeds that, together with the station rate, into a Monroe calculating machine," Mr. Brown said. "Out jumps the cost per thousand. The station with the lowest cost per thousand gets the business. They call this, on Madison Ave., 'the Monroe doctrine.'

"We hear a lot about a station image. Time buyers care nothing about this. They give no credit to a station for being a code station. They seldom make any qualitative analysis to determine the type, income bracket, or location of those listening to or viewing a station.

"You cannot blame the time buyers. They have to justify their buy to the media director, and unfortunately the only criteria of justification they know is numbers."

■ Mr. Brown said rating services are not reliable, because their samples are too small and the margin for error too great. He said attempting to provide audience counts for every 15 minutes of the day is a great disservice to broadcasting. It can't be done on such a small scale, he suggested, adding that newspapers and magazines, broadcasting's competition, do not break down their reach into such small segments.

Mr. Brown proposed that broadcasters be as smart as publishers and set up their own version of the Audit Bureau of Circulations, which would cover sufficient homes to be reliable and accurate.

"As has been suggested, we need a lot of research on this subject, and I fully realize that the solution to this rating problem is not an easy one," the broadcaster asserted.

"But I am firmly convinced that unless there is a new system for buying broadcast time in this country, we will never stabilize broadcasting, and we shall continue to live in a jungle of rating warfare . . ."

■ Mr. Brown also expressed concern over the economic problem created for the local broadcaster by radio and tv network competition, through minute announcement selling, for what had hitherto been national spot business. #

Lack of Ads Means Loss of Trademark Rights, Judge Rules

BALTIMORE, July 18—When little money is spent advertising or promoting a trademark, owners of the trademark face loss of exclusive rights to its use, Roszel C. Thomsen, chief judge of the U.S. circuit court, said last week. He ruled in favor of H. H. Scott Inc., Maynard, Mass. in its suit against Annapolis Electroaccoustic Corp., Annapolis.

H. H. Scott, a pioneer in hi-fi sound equipment, initiated the case to regain exclusive rights to the use of the Scott name on its products.

In his 26-page opinion, Judge Thomsen pointed out that Liberty Music Shops, New York, purchased the Scott trademark from a bankrupt Illinois company in 1957 for use on assembled console sound systems. In 1958, rights to the Scott name were sold by Liberty to Annapolis Electroaccoustic Corp., also trading as Scott Laboratories division and as Scott Radio Laboratories, a wholly owned subsidiary.

■ Limited promotion and use of the Scott name in the New York market after 1957 constituted abandonment of the trade name, according to Judge Thomsen, and transfer to the Annapolis company of rights to the trade name did not counter that abandonment.

In giving the defendant until Aug. 1 to eliminate the word Scott from their titles, Judge Thomsen stated that they spent little money advertising their products and could change to a "non-confusing" name without difficulty. #

Winius-Brandon Absorbs Selders Agency in K.C.

KANSAS CITY, July 19—Winius-Brandon Co., St. Louis, has merged its local office with the Selders-Jones-Covington Advertising Agency, Kansas City. The combined operation will operate under the Winius-Brandon name.

Winius-Brandon established a branch office in Kansas City in 1959 under the direction of James H. Barickman, who will remain as vp and manager of the combined Kansas City operation. James A. Firth, vp of research for Winius-Brandon in St. Louis, has joined the Kansas City staff and will direct marketing and research here.

All Selders-Jones-Covington personnel, including former president David V. Selders, will join the Winius-Brandon Kansas City staff. Mr. Selders will be a vp.

W. H. Husted, formerly with Wade Advertising, Chicago, will be the creative director in the Kansas City office.

Winius-Brandon said all S-J-C accounts will continue with the combined operation. #

CLOSE-UP—*Laros Inc., a division of Warner Bros. Co., will run b&w pages in Harper's Bazaar, Mademoiselle and The New Yorker this fall, picturing only the top half of a slip to focus on its construction features. Vanguard Advertising is the agency.*

Marsteller Int'l Sets Offices in Europe Markets

It's 'Only U.S. Industrial Agency' to Make Move Into Europe: Marsteller

NEW YORK, July 19—Marsteller International, a subsidiary of Marsteller, Rickard, Gebhardt & Reed, will begin operations in three European countries before Sept. 1, William A. Marsteller, board chairman of the agency, told ADVERTISING AGE today.

Mr. Marsteller said that the agency already has established its own company in Geneva, under the direction of Robert March, vp and general manager of Marsteller International. Mr. March has been working out of his home; offices will be opened shortly, Mr. Marsteller said.

The agency also plans to start operations in Brussels and London. In Brussels, the agency probably will set up a joint venture with an existing consumer agency, Mr. Marsteller said.

■ In England, Marsteller plans to set up a partnership arrangement with a British agency, with both agencies owning stock in each other, rather than buying out an agency or setting up a joint arrangement, Mr. Marsteller said.

Marsteller also hopes to invade West Germany before the end of the year. The agency has been conducting serious talks with some six or seven West German agencies, with the idea of acquiring, buying in or becoming a partner.

Moving into Europe will complete some three years of investigations and negotiations by the Marsteller agency.

"We feel there is a very fertile field in Europe for American industrial agencies," Mr. Marsteller said. He pointed out that his agency will be the only U.S. industrial agency with European offices.

■ He went on to point out that many American companies are expanding their marketing operations to Europe, and added that U.S. agencies can do a better job serving their clients in Europe with their own offices, rather than relying on affiliates. "We have some 20 affiliates overseas but we have found that they are not nearly as desirable as having our own offices," he said.

■ Marsteller's two major accounts in Europe will be Rockwell Mfg. Co., which has its European headquarters in Geneva, and Clark Equipment Co., with headquarters in Brussels. Marsteller also expects to handle several joint venture accounts and subsidiaries of Clark and Rockwell, plus three or four new American clients, Mr. Marsteller said.

The agency also has been looking at agencies in South America and the Far East, but nothing is expected to jell in these areas for at least a year, Mr. Marsteller said.

IMPORTANT NEWS FOR ALL CAR OWNERS!
New Allstate Motor Club offers charter members top-quality services coast to coast... only $12.50 a year for both husband and wife
How to have more fun on wheels with your family for only $12.50 a year
A new kind of motor club... founded by Sears...puts more fun into traveling by car
ALLSTATE MOTOR CLUB

TEST RUN—*First media advertising for Allstate Enterprise Inc.'s new Allstate Motor Club (AA, May 22) were these split-run test ads in alternate copies of the Chicago Tribune July 18. Coupons are keyed to measure response. Other promotion of the club has been through a page ad in the fall-winter catalog of Sears, Roebuck & Co., the parent company, notices to Allstate insurance policy holders, and through Allstate salesmen. Leo Burnett Co. is the agency.*

Davidson to Advertising Time

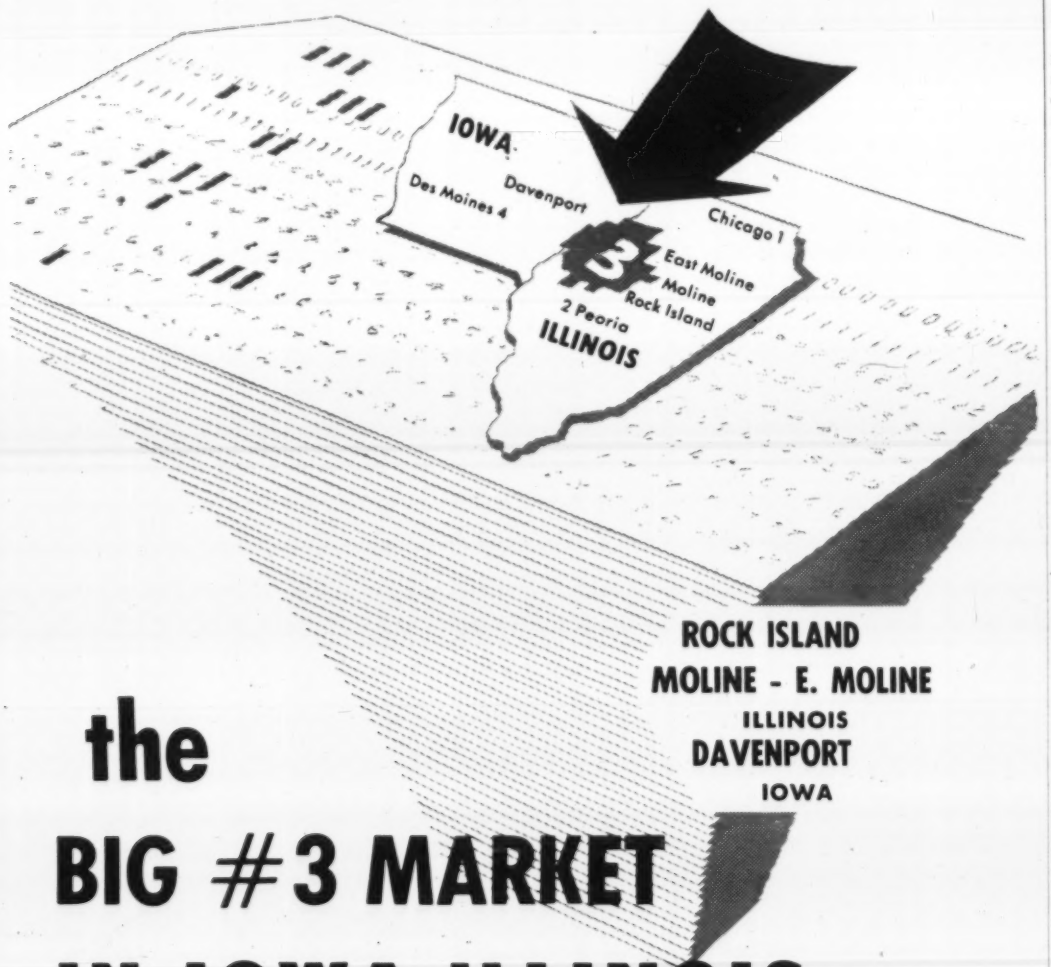
William N. Davidson, a former vp and general manager of WNBC and WNBC-TV, New York, has been named a vp of Advertising Time Sales, the radio-tv station representative recently formed by Branham Co. Advertising Time Sales has been named national representative for WWHY (formerly WPLH), Huntington, W.Va., effective Aug. 1. The radio station formerly was handled by Peters, Griffin, Woodward.

Moss Names Lee Albright

Lee Albright, formerly an account executive with Batten, Barton, Durstine & Osborn, has been named vp in charge of creative services of Moss Associates, New York.

Arnold Smith Joins WFYI

Arnold Smith, formerly in the sales presentation and promotion department of CBS Radio, has joined WFYI, Garden City, N. Y., in the new post of national sales coordinator.



ROCK ISLAND
MOLINE - E. MOLINE
ILLINOIS
DAVENPORT
IOWA

the BIG #3 MARKET IN IOWA-ILLINOIS

270,058 (1960 U.S. Census) people make the rich Quad-Cities the 3rd largest metropolitan area in this 2-state marketing region. The job: Convert census figures into sales dollars. Best way to do it: Use the impact and penetrating coverage of Quad-City home-town newspapers. Your sales story will reach exactly 100% of households in the metropolitan area.

OVER ¼ MILLION PEOPLE
QUAD-CITIES

THE COMPLETE COVERAGE MEDIUM OF THE MARKET
QUAD-CITY NEWSPAPERS

DAVENPORT EVENING TIMES
DAVENPORT MORNING DEMOCRAT
Represented by JANN & KELLEY, INC.

ROCK ISLAND ARGUS
MOLINE DISPATCH
Represented by ALLEN-KLAPP CO.

In the Top 20 in Total Retail Sales

Greensboro, fertile with diversified industry, is the market with a knack for making sales grow. Of the top 20 markets of the NEW South, Greensboro ranks 18th in total retail sales—closely following Richmond, Norfolk-Portsmouth; and exceeding Shreveport, Mobile and other prominent markets. Exclusively cultivating this lush market for you is the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1961 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Is your advertising "getting through"?

Here's how Car advertising gets through in This Week Magazine

This Week
MAGAZINE
July 23, 1961
43 GREAT NEWSPAPERS
Eisenhower's secret for happy retirement
EXCLUSIVE: Washington correspondent Merriman Smith spends a busy day with the former President on his Gettysburg farm and discovers two important rules for everyone looking ahead to a satisfying and useful "after-65" career... SEE PAGE 6

†Starch readership figures show your Car advertising is seen by more than twice as many people in THIS WEEK Magazine!

	% Readers Noting		No. Readers Noting	Total
LIFE	MEN	44	2,570,000	4,030,000
	WOMEN	23	1,460,000	
This Week MAGAZINE	MEN	50	5,005,000	8,392,000
	WOMEN	27	3,387,000	

†Published Starch readership figures—these figures represent the averages for all 4-color page automotive-passenger car advertising in all 1960 issues of This Week and Life magazine.

Your advertising will be read by more people in This Week than in any other magazine

CIRCULATION **13,901,712**

This Week MAGAZINE

Wrap Butcher in Meat Package, Paramount Paper Urges Meat Folk

Study Shows Wives Nowadays Need More Cooking Instruction

NEW YORK, July 18—"Put a butcher in every meat package," says a recent report from Paramount Paper Products Co.

Packing cooking instructions in every meat package will stimulate sales of a wider variety of cuts, according to a study of meat consumers' buying habits. Customers who have limited their meat purchases to basic cuts since the disappearance of the traditional advice-giving butcher need to be assured that they can properly prepare the 153 different cuts of meat packaged by supermarkets and meat packers, the study shows.

The increase in purchasing a wide variety of cuts, resulting from such a packaged information service, would reduce the demand for basic cuts and lower their costs. More would be spent on meats, because prices would be lower and a wider variety would be encompassed in the homemaker's cooking scope. This over-all augmentation of meat purchasing would result in increased profits for the supermarket and the meat packer, the report said.

■ Interviews with homemakers reported in the Paramount studies showed three reasons for consumers' desire for preparation instructions packed with meats:

1. More homemakers are working than ever before, with nearly 25,000,000 women holding fulltime jobs. This means less time is available to search through cookbooks and other sources for cooking instructions.

2. Homemakers are faced with a wider range of meat cuts than in years past. In the days of the butcher, unfamiliar cuts were sold with helpful advice, but today there is little or no explaining or describing as a spur to sales.

3. Although cooking instructions are included with frozen and canned meats, homemakers prefer fresh cuts.

■ The study reveals that, of the eight basic meat cookery methods, boiling, frying, and broiling are most widely used, with only one out of ten women familiar with such other methods as roasting, braising, grilling and pan broiling. #

Natec Names Newmark, Posner

Newmark, Posner & Mitchell has been named to handle the advertising account of Natec Publications, a division of National Technical Institute, New York. Natec plans to introduce a technical blueprint course on records, with foreign language translations. Media for the campaign, estimated at $40,000 for three months, will include consumer magazines and business papers. There was no previous agency.

Tracy-Locke Names Two

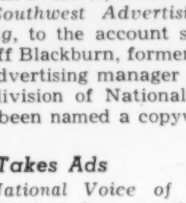
Tracy-Locke Co., Dallas, has named Bill D. Kerss, formerly editor of *Southwest Advertising & Marketing*, to the account service staff. Cliff Blackburn, formerly assistant advertising manager of the Baroid division of National Lead Co., has been named a copywriter.

'Voice' Takes Ads

The National Voice of Salesmen, published five months annually, has decided to accept advertising. Its one-time b&w page rate is $175. *Voice* is published by the National Council of Salesmen's Organizations, 347 Fifth Ave., New York.

VIM—*Lever Bros. Co., New York, ran this ad in the Seattle Times to promote its new detergent tablet, Vim was introduced last fall in Fort Wayne and San Diego (AA, Oct. 3, '60). Ogilvy, Benson & Mather, New York, is the agency.*

AMERICA'S U.S.P. IS "GROWTH"



By Rosser Reeves
Chairman of the Board
Ted Bates & Company, Inc.
Author of **Reality in Advertising**

"Basic to our way of life is the urge to grow. While this can take many forms, certainly economic betterment is paramount. In our economic society, the financial aspects of Business preoccupy many, many of our most astute minds. In turn, millions of Americans invest their savings through the guidance obtained from these professional money men.

"Advertising men serving American businesses should never lose sight of this fact. Along with the responsibility for helping to move products in substantial quantities, we have the further obligation to move the minds of those key individuals whose counsel about corporations—their aims, their records, their management capabilities—is sought by countless laymen.

"That is why I believe an advertising program is truly a rounded one when it includes provision for exposing the Corporate story to the financial community. Corporations are in the business of making money. Money is what our business is all about."

SPONSORED BY BARRON'S (THE NATIONAL BUSINESS AND FINANCIAL WEEKLY BY DOW JONES)

Avoid 'Scare Buy' Ad Hints, Retailers Are Urged by NRMA

NEW YORK, July 18—"Heightened tension in world affairs, especially regarding the critical Berlin situation" has moved the National Retail Merchants Assn. to issue a special bulletin to its members.

It offers three recommendations "which should be given careful consideration by every sales promotion manager":

- "Make absolutely certain that none of your advertising contains even the remotest hint of 'scare buying.' American productive capacity is quite equal to supplying both military and consumer demands at maximum levels for the foreseeable future."
- "Consider devoting windows and institutional advertising to unifying public opinion behind whatever actions our government may find necessary to take in the Berlin crisis."
- "Support the Treasury Department's savings bond drive . . ."

The bulletin was signed by Edward F. Engle, manager of NRMA's sales promotion division. #

TvB Adds Nine Stations; Appoints Richard Noll

Nine more tv stations have joined the Television Bureau of Advertising, New York. They are KGNC-TV, Amarillo, and KMID-TV, Midland, Tex.; KHOL-TV, Kearney-Holdrege, Neb.; WTAP-TV, Parkersburg, W. Va.; WNDU-TV, South Bend, Ind.; WHIZ-TV, Zanesville, O.; WTAE and WIIC, Pittsburgh; and CJOH-TV, Ottawa, Ont. The bureau's membership now totals 240 stations, three networks, 15 station representatives and five associate members.

TvB has named Richard A. Noll, previously a marketing executive with Compton Advertising, to its national sales department.

Ingalls Adds One, Names One

Ingalls Associates, Boston, has been named to handle advertising for Ken's at Copley, Boston restaurant. Donald A. Ecker, formerly with George J. M. Riseman Inc., Boston, has joined Ingalls as an account executive, and will handle the Ken's at Copley account.

Butts Joins Alaga Syrup as VP

Norman A. Butts, formerly vp in charge of sales of G. S. Suppiger Co., St. Louis food packer, has joined Alaga Syrup Co.-W.&W. Pickle Co., Montgomery, Ala., and Dallas, Tex., as vp of sales and marketing.

Photograph courtesy Rome Cable Division of Alcoa

Nobody demands more of conduit in plant service than FACTORY's 71,000 subscribers, the men who manage manufacturing plant operations. They measure it by hardboiled does-it-pay-off performance, just as they do every piece of equipment they buy and put to work, no matter what its cost. In fact, they judge FACTORY with the same realistic attitude: "*What's it got to help me cut costs, do a better job?*" And FACTORY has more for them than any other businesspaper because it's edited *exclusively* for them, because it's loaded with new ideas and methods and equipment to help them run a plant more efficiently. If you're a man who prefers to have your product bought not for what it is, but for what it will do... FACTORY's audience wants to read your advertising.

... TO REACH MORE OF THE MEN WHO MANAGE PLANT OPERATIONS, AT LOWER COST, THAN ANY OTHER BUSINESSPAPER.

FACTORY

A McGraw-Hill Publication · 330 West 42nd Street · New York 36.

Minow Hits Sponsor 'Excesses'; Says FCC Weighs Tightening Station Ownership Rule

(For another view of sponsor responsibility in programming see story on Page 44.)

WASHINGTON, July 18—Chairman Newton N. Minow of the Federal Communications Commission continues to stir up the broadcast industry.

The most recent Minow thought provokers came Sunday in an interview with Rep. Emanuel Celler (D., N.Y.) on WOR-TV, New York. Mr. Minow's comments included:

Sponsor participation in programming—"Many people feel that advertisers should be separated from program content. I haven't formed a final judgment about it, but I do know that some of the present excesses are absolutely outrageous." He cited as an extreme example the case of the auto sponsor who didn't want President Lincoln mentioned in a drama because Lincoln is the name of a competing car.

Ratings—"We have a tyranny of ratings... To talk about children and ratings in the same sentence, it seems to me, is really an abdication of responsibility, because children by and large will watch what you give them..."

Possible broadcast management involvement in quiz rigging or payola—"I would certainly say that if the actual owners involved in management were aware of it [payola and rigging], it would certainly reflect on their character qualifications to be licensees, and I would certainly not want to renew those licenses myself."

Further limitation on station ownership—"Presently they are allowed to own five vhf and two uhf, although the Barrow recommendation [a maximum of three vhf and two uhf] is receiving consideration now in the commission."

■ Mr. Minow also asked the public to help the commission encourage stations to clear time for the public affairs programs offered by the networks. #

Gooch Appoints Gross Agency

H. M. Gross Co., Chicago, has been named to handle advertising for Gooch Packing Co., Abilene, Tex. A campaign of color newspaper ads, outdoor posters and tv is planned.

Garfield, Hoffman Adds One

Garfield, Hoffman & Conner, San Francisco, has been named to handle advertising for Roos/Atkins, San Francisco, clothing store chain.

Tele-Tape Boosts Witte

James E. Witte, formerly producer-salesman of Tele-Tape Productions, Chicago, mobile producer of taped tv shows, has been promoted to general sales manager.

Sunbeam Sets Fall Drive for Shavers, Appliances, Pre-Aft

CHICAGO, July 19—Sunbeam Corp. will launch one of the most extensive fall-winter promotions in its history in October for its appliances and men's and women's shavers.

Last year, Sunbeam concentrated most of its ad dollars in "What's My Line," which it co-sponsored. Only a modest magazine schedule was used. This fall, Sunbeam will co-sponsor three nighttime tv shows and professional basketball—all on NBC-TV; undertake a spot tv push in 31 markets; and employ a heavy magazine schedule.

Separate schedules have been set for the Sunbeam Shavemaster men's shaver, Lady Sunbeam shavers, other appliances, and Pre-Aft shave lotion, a new product which is applied before and after shaving. Foote, Cone & Belding is the agency for the Shavemaster and Pre-Aft; Perrin-Paus Co. handles appliances and Lady Sunbeam.

the secret of Marutte...
...is in the final touch that makes feminine grooming complete...
Lady Sunbeam
ELECTRIC SHAVER
She chose Lady Sunbeam for the exclusive built-in light that makes it easy to do a thorough job . . . and for the speed and smoothness she gets from the Micro-Twin Shaving Head, because it has one edge especially ground for gentle leg care, the other edge for tender underarms. Complete with gift case. $13.95 recommended retail price.
SUNBEAM CORPORATION

HIGH FASHION—*Sunbeam Corp. will promote its Lady Sunbeam shavers this fall with ads like this one in Glamour, Good Housekeeping, Photoplay, Redbook and Seventeen.*

■ The Sunbeam Shavemaster (Model 555) will be promoted on "87th Precinct," "Cain's Hundred," and "The Detectives" starting Oct. 9 and running to Dec. 15. Telecasts of pro basketball, also on NBC-TV, will be sponsored on Saturdays during the winter.

In addition, a total of 12 b&w page ads have been scheduled in October, November and December issues of *Esquire, Life, Look* and *Sports Illustrated*, plus two 1,000-line ads in the *Wall Street Journal* for the Shavemaster.

Lady Sunbeam shavers will be featured in a series of 12 half-page and two-thirds page ads in October, November and December issues of *Glamour, Good Housekeeping, Photoplay, Redbook* and *Seventeen*. The ads will feature fashion models. In addition, the shavers will be promoted with a spot tv push in 31 leading markets from Nov. 1 through Dec. 19.

■ Sunbeam's line of appliances will be promoted in 44 ads in the September, October, November and December issues of *Good Housekeeping, Ladies' Home Journal, Look, McCall's* and *Parents' Magazine*. The ads will be quarter and half pages and junior spreads.

Pre-Aft shave lotion will be advertised with b&w half-page ads in the October issue of *True*, the November issue of *Argosy*, and the December issue of *Playboy*. #

Couey Joins Tampa Daily

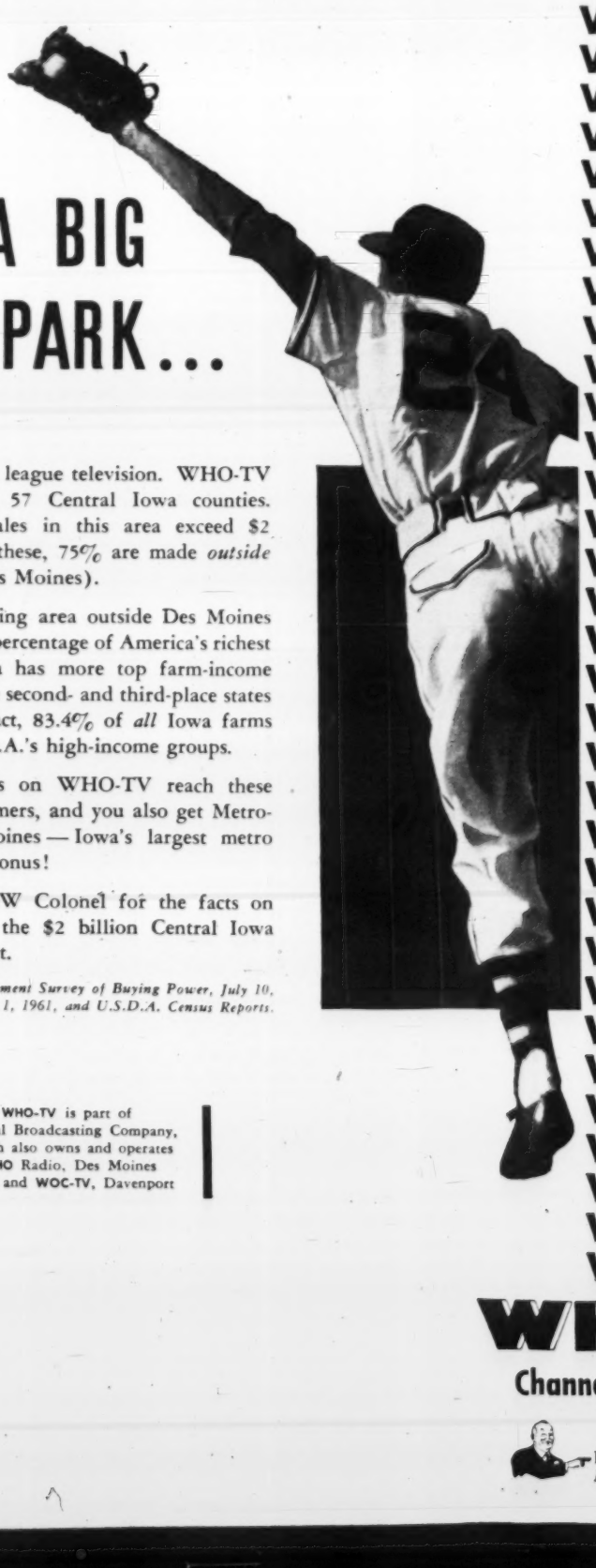
James H. Couey Jr. has resigned as vp and general manager of Birmingham News Co., Birmingham, to become general manager of *Tampa Tribune* and *Tampa Times* and affiliated operations, effective Sept. 1. Mr. Couey's title at the *Birmingham News* will be taken by publisher Clarence B. Hanson Jr.

Hiram Walker Names Musick

Jack Musick has been elected president of Hiram Walker Inc., Detroit, American marketing division of Hiram Walker-Gooderham & Worts Ltd. Mr. Musick was formerly vp and general sales manager.

Olen Acquires Szarko

David Olen Advertising, Hollywood, has acquired the J. C. Szarko Organization, West Los Angeles public relations company. With the acquisition, John Szarko becomes director of public relations of Olen.



IT'S A BIG BALL PARK...

. . . And it's big league television. WHO-TV tags viewers in 57 Central Iowa counties. Annual retail sales in this area exceed $2 billion (and of these, 75% are made *outside* Metropolitan Des Moines).

The vast viewing area outside Des Moines contains a large percentage of America's richest farmlands. Iowa has more top farm-income counties than the second- and third-place states combined. In fact, 83.4% of *all* Iowa farms are in the U.S.D.A.'s high-income groups.

Your messages on WHO-TV reach these high-income farmers, and you also get Metropolitan Des Moines — Iowa's largest metro market — as a bonus!

Ask your PGW Colonel for the facts on WHO-TV and the $2 billion Central Iowa television market.

Source: Sales Management Survey of Buying Power, July 10, 1960; SRDS, January 1, 1961, and U.S.D.A. Census Reports.

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines WOC and WOC-TV, Davenport

WHO-TV

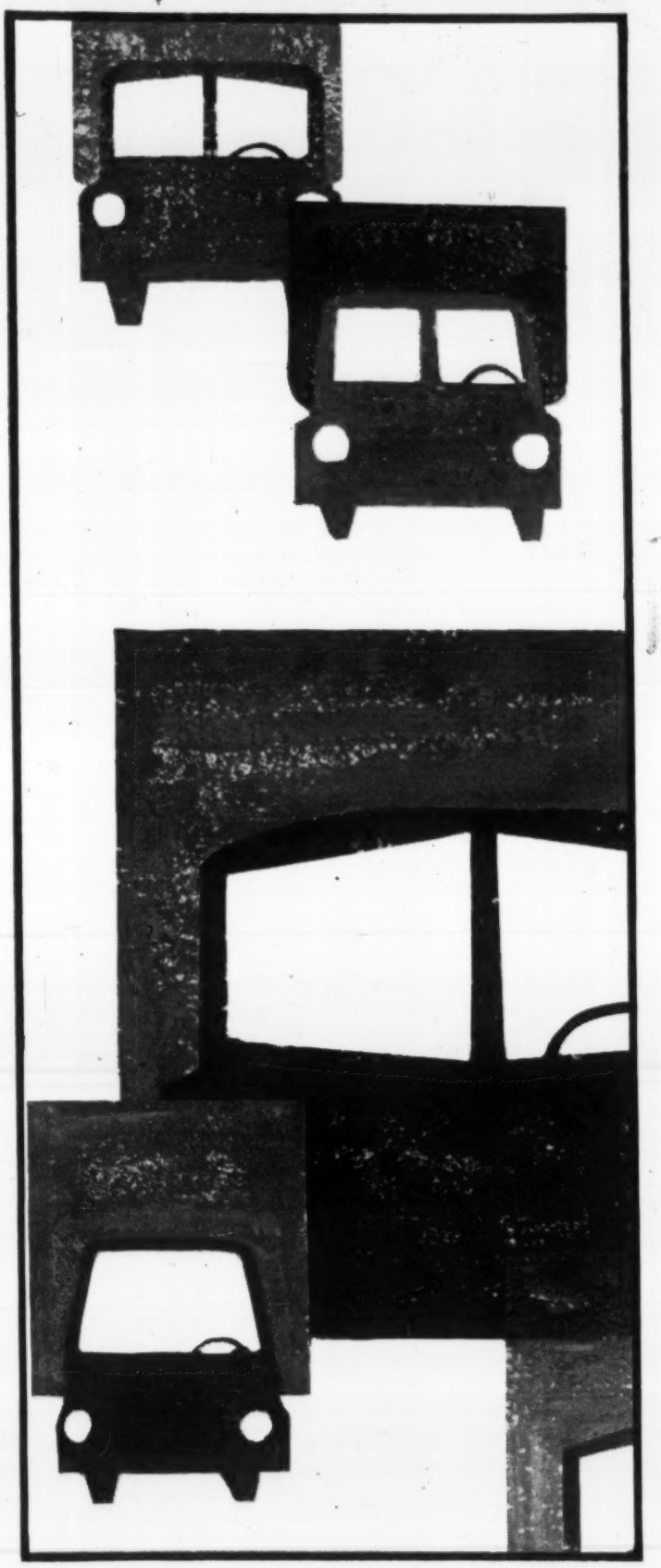
Channel 13 • Des Moines

NBC Affiliate

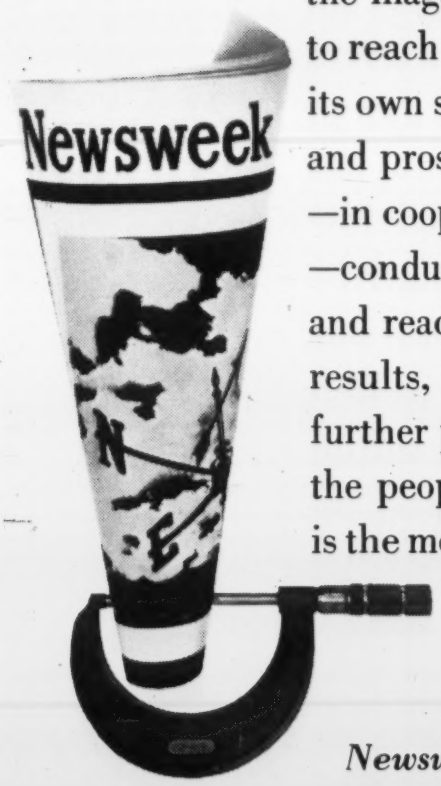
Peters, Griffin, Woodward, Inc.
National Representatives

A MAJOR TRUCK MANUFACTURER *found that, in the newsweekly field,*

NEWSWEEK REACHES ITS CUSTOMERS AND PROSPECTS MOST EFFICIENTLY!



A leading manufacturer of trucks recently welcomed an opportunity to check on the magazines best qualified to reach its market. Selecting its own sample of customers and prospects, the manufacturer —in cooperation with Newsweek —conducted its own marketing and readership study. The results, shown at right, are further proof that, to reach the people *who buy*, Newsweek is the most efficient of the newsweeklies.



A MAJOR TRUCK MANUFACTURER
1,424 CUSTOMERS AND PROSPECTS

*based on current black-and-white page rates	% COVERAGE	COST PER MENTION*
NEWSWEEK	27.4	**$20.04**
U. S. NEWS & WORLD REPORT	12.6	35.45
TIME	22.1	45.40

Newsweek . . . by industry's own measurements . . . the most efficient newsweekly

BOAC to Promote Service to Orient

NEW YORK, July 20—British Overseas Airways Corp. will launch a national campaign Aug. 1 to promote its trans-Pacific service.

Keyed to the theme, "Jet bridge to the Orient," ads will stress that BOAC offers the only Rolls-Royce 707 jet through service from New York to Tokyo and Hong Kong. The flights stop at San Francisco and Honolulu.

The British carrier will use a schedule of 41 newspapers, including Chinese and Japanese-language dailies in San Francisco, Los Angeles and Honolulu. Insertions will range in size from 390 to 1,350 lines. Full pages are planned for *Sunset Magazine* and *Time*, radio spots will be used in Honolulu and outdoor in Los Angeles, San Francisco, Seattle and San Diego.

The campaign will run through Oct. 15. Victor A. Bennett Co. is the agency. #

Humble Moves Esso Label into 4 States

NEW YORK, July 19—Humble Oil & Refining Co., chief operating arm of Standard Oil Co. (New Jersey), extended its direct service station marketing this week into Alabama, Georgia and Florida. Humble products will be sold under the Esso trademark in all three states.

At the same time, Humble said the Esso oval had gone up in its central region for the first time, with the conversion of some Kentucky stations. These had not made the changeover May 12, when the rest of Oklahoma Oil Co. stations took the trademark of Enco—Humble's brand name outside the East.

Esso's identity was not altogether new to Kentucky. Standard Oil Co. (Kentucky), an old customer of Jersey Standard until it merged with Standard Oil of California (AA, June 19), had been pushing some Esso products in the state before the split occurred. Nine days later, Humble also started selling Esso in Mississippi—which is a Kentucky Standard stronghold. #

Stanford Account to Calvert

Calvert Advertising Co., St. Louis, has been appointed to handle advertising for Stanford Engineering Co., Salem, Ill., manufacturer of web processing equipment. The account was formerly handled by Burlingame-Grossman Advertising, Chicago.

WORD—*Throughout July and August, Insurance Co. of North America, Philadelphia, will run a series of "Word to the Wives" ads in Sports Illustrated. The ads call attention to the company's line of personal and commercial insurance packages.*

Continental Tobacco to Sell Self Lighting Cigaret After Jan. 1

DETROIT, July 20—Continental Tobacco Co., which currently is market-testing three new cigarets in the Detroit area, will bring out a self lighting cigaret "shortly after the first of the year." The self lighter, announced today by Continental President Nicholas Tweel, probably will bear the name of one of the brands being tested here—Ascot, Continental or de Menthe (AA, May 22).

Meanwhile, the tobacco company is laying firmer groundwork for the new self-lighting cigaret by extending the original six-week test period to 12 weeks, and priming the advertising budget with an additional $100,000. The test began June 5 and now has been extended to Aug. 26.

Maurice Greenberg, national sales manager for the Huntington, W. Va. tobacco company, told ADVERTISING AGE that the ad program in Detroit will be continued beyond Aug. 26 on a per-case basis. He added that Continental also will expand into other major markets, although he would not disclose what cities are next on the list.

■ The self lighting cigaret will have a chemically treated tip that will ignite when scratched on an abrasive surface on the side of the package. Mr. Greenberg said the chemical is non-toxic, odorless and tasteless, and he said there is no danger of either the cigarets or the package igniting spontaneously.

Continental has signed an agreement with American Machine & Foundry Co., which will supply the equipment to manufacture the self lighting cigaret and package. The self lighting cigaret was developed at Marshall University in Huntington by Prof. J. Holland Hoback.

The market test for Ascot, Continental and de Menthe began with an initial budget of $250,000 for newspapers in Detroit, Pontiac, Ann Arbor, Flint, Saginaw and Bay City, and for radio and tv in Detroit, Saginaw and Bay City, and Windsor, Ont.

■ The tobacco company expected a slow start; consequently there were no cigarets available the first week. The company also expected retailers to curtail their orders the last two weeks of June while awaiting a $6 a case (10¢ a carton) reduction June 30 in the Michigan tobacco "nuisance" tax. This curtailment, according to Mr. Greenberg, did not materialize. As a result, Continental brands were in short supply throughout June.

The next problem was the annual two-week vacation at the factory Continental uses in Huntington. This cut off all shipments the first two weeks of July.

To date, four major food chains have not come into the Continental camp (A&P, Food Fair, Kroger and National). S. C. Garfield, president of Garfield Advertising Associates, which is handling the market test, said three of the chains would begin distribution "as soon as we can get the pipelines filled up." He indicated this would be within a week.

■ Because the cigarets were out of stock for three weeks, Garfield pulled up the ad plans temporarily. As a result actual expenditures during the second six-week period will total more than the $100,000 allocated for the extension.

Mr. Greenberg said he is "very happy" with results so far in Detroit, despite the supply difficulties. In retail outlets where there is distribution, he said, Continental is selling 5% of the total cigaret volume.

The Continental brands offer a 15¢ "dividend cheque" in each carton, redeemable on allowable merchandise. Continental advertises its new brands as "double dividend cigarets." Ritter, Sanford, Miller & Kampf, New York, is the national agency. #

CAMPUS CAPER—*Canada Dry and Russ Togs sportswear are kicking off a food-fashion tie-in with this four-color spread in the August Seventeen. City Stores' 20 members and branches will give merchandising help with window and interior displays, fashion shows and customer sampling of Canada Dry in cans. The promotion was put together by Chernow sales promotions division of Atlantic/Bernstein Associates.*

Bell Uses Magazines, Radio to Promote Phone-ahead Travel

NEW YORK, July 20—The Bell Telephone System is using network radio and magazines in a current "Go first by phone" vacation and travel promotion.

In July and August, associated Bell companies are giving local support to the campaign with newspaper ads, displays and publicity aimed at increasing long distance calling in summer months. They also have available free a 16-page "Travel Fun" booklet.

American Telephone and Telegraph Co.'s campaign, through N. W. Ayer & Son, Philadelphia, includes color and b&w pages in *Coronet*, *Holiday*, *Life*, *National Geographic Magazine*, *Reader's Digest* and *The Saturday Evening Post*, with copy stating: "Wherever you go . . . go *first* by long distance . . . you'll be sure of extra pleasure all along the way. And folks will be expecting you when you drop in. . ."

■ Since June, 30-second radio spots have been running on the four major networks.

The summer travel promotion also calls attention to how Yellow Pages can help locate services away from home, the convenience of guest-planned phone service in hotels and motels, and outdoor public phones. #

Domm Joins Philadelphia Bank as Market Research Head

C. Harry Domm, former director of research of Gray & Rogers, Philadelphia, has joined the Philadelphia National Bank as director of a newly-established market research department, to implement its advertising and pr program. Robert H. Schong moves up to administrate the ad program.

Fidelity-Philadelphia Trust Co. has changed the name of its advertising-pr division to the marketing division. Frank C. P. McGlinn, vp, will be responsible for an expanded marketing and research program and will continue to direct advertising and pr activities. Elizabeth Knox, Mr. McGlinn's assistant, has been named advertising manager.

Carling Suit Says Schaefer Infringes Its Beer Trademarks

CLEVELAND, July 19—A battle of of beer labels is going on in Cleveland.

Carling Brewing Co. has filed suit in Common Pleas Court, asking an injunction to stop the Standard Brewing Co. and the F.& M. Schaefer Brewing Co., New York, from using the names Red Label beer and Red Velvet ale as possibly confusing with Carling's Black Label beer and Red Cap ale.

The suit asks an injunction to stop "the flagrant attempt to confuse the casual purchaser." Carling says the defendant "copied the dominant part" of the Black Label trademark and took "half of the plaintiff's other primary trade name, Red Cap, to form the trade name of Red Velvet."

The defendant's intent, according to the petition is to "deceive and mislead the public."

Schaefer recently bought Standard Brewing Co. of Cleveland and Schaefer's beer is to be distributed through the regular channels.

Carling says it has trademark registration on its slogan, "Hey Mabel Black Label," as well as on both the Black Label and Red Cap brands.

■ John T. Morris, vp of Schaefer, said:

"It is very strange that Red Label beer and Red Velvet ale have been on the market without complaint from Carling for some time, and that a suit should be instituted only two weeks after our purchase of the Standard Brewing Co.

"We think there is no basis for the suit, because there is no confusion, from marketing standpoint, between Red Label and Red Velvet products of Standard and the Black Label and Red Cap products of Carling.

"We are sorry that Carling saw fit to bring suit, since it is our earnest desire to be welcome in Cleveland." #

Botsford, 'New Yorker' President, Quits—'Old' at 41

Stephen B. Botsford, president of *The New Yorker*, a humor magazine, has resigned at the age of 41 because "I'm just old and tired." Mr. Botsford, stepson of Raoul Fleischmann, board chairman, was named president of the magazine in March, 1956. He had been treasurer before that.

Mr. Botsford explained that he was not mad at anyone and that he will announce his plans later. The position he has vacated will be kept "open for the time being," according to the magazine.

TWA Ads Anticipate CAB Okay of New Jet Excursion Rate

NEW YORK, July 20—Trans World Airlines, in an aggressive move designed to beat its competitors to the punch, ran ads coast-to-coast this week to promote an excursion fare that has yet to be approved by the Civil Aeronautics Board.

The 2,100-line insertion appeared in newspapers in New York, Newark, Boston, Philadelphia, Washington, Pittsburgh, Los Angeles, San Francisco and Oakland. They were headlined: "TWA proposes lowest coast-to-coast jet fares in history."

Copy went on to point out that TWA has applied for permission to offer a coast-to-coast round-trip excursion fare of $198 (plus tax)—a savings of $83.70 on regular jet coach fare. Buyers of this package would have to fly on weekdays only and return within 30 days but not before 13 days.

The TWA ad said the fare would become effective, "with government approval," on Aug. 16.

A closing line also offered new Constellation coach fares of $178.

■ It is common in the airline industry for fares to be promoted next to an asterisk standing for "pending government approval." However, some airline industry observers thought TWA might be taking something of a chance by advertising a proposed fare change a month in advance.

TWA apparently felt that it would get a CAB okay, since the government agency has in the past accused the industry of not doing enough to broaden the travel market. Also, since the advent of the jets, travelers have been increasingly bypassing first-class to fly coach, with the result that carriers have been moaning about their inability to fill the higher-price seats; the proposed TWA excursion package would take advantage of this trend by seeking more mass volume coach business.

■ American Airlines and United Air Lines, the two other carriers on the transcontinental run, responded to the TWA move with alacrity. The TWA ad ran on Tuesday. Yesterday both American and United announced that they had filed applications with the CAB for similar fare deals.

The excursion fare was TWA's second offensive in as many weeks. The airline ran page newspaper and magazine ads last week announcing the showing of full-length feature movies on selected transcontinental and international flights. This service went into effect on domestic runs yesterday with the showing of "By Love Possessed." It will begin on international flights Aug. 16.

Foote, Cone & Belding is the TWA agency. #

Ohio Court of Appeals Upholds Fair Trade Law

The court of appeals, Cleveland, has upheld the constitutionality of Ohio's new fair trade law in a 2-1 decision. The ruling reversed a decision by the common pleas court in a suit brought against the Upjohn Co. and Eli Lilly & Co., drug manufacturers, by Hudson Distributors, a discount drug company. The Hudson chain had asked the court to declare unconstitutional the Fair Trade Law which permits manufacturers to set retail prices on trade named goods. Bernard Shulman, president of Regal Drug Stores, parent company of Hudson, said the court of appeals decision will be appealed to the Ohio supreme court at Columbus and, if necessary, to the U.S. Supreme Court.

LEADERSHIP IN ACTION

Again— the Biggest 1st Half in LOOK History

In 1961, LOOK achieved new first-half highs in both circulation *and* advertising revenue. These latest gains follow a pattern of year-to-year post-war growth unmatched in continuity by any other major magazine in America.

The ability to grow and *keep* growing, to drive ahead with vigor in good times *and* bad, is a test of strength and a criterion of quality. It is another mark of LOOK leadership.

Congress Holds Up Buying Survey Funds on Sindlinger Beef

WASHINGTON, July 20—The future of the government's quarterly survey of consumer buying anticipations was up in the air today, after Sindlinger & Co., Philadelphia, told congressmen that the survey competes unfairly with private enterprise.

Bureau of the Census had been asking $160,000 to conduct surveys at three-month intervals during the next 12 months. Its request had been approved by both houses of Congress but was knocked out in a House-Senate conference after appropriations committee leaders decided the fund should not be approved until there is a chance to have a public hearing on the Sindlinger protest.

In Philadelphia, Mr. Sindlinger said his buying plans expectation study is now in its fourth year, covers 17-18 product classifications, and has among its clients General Motors, National Industrial Conference Board, and *Newsweek*.

While the conference group voted to withhold funds to finance the studies pending a further investigation, the actual impact on the program may not be so drastic.

Since it originated in January, 1959, the quarterly series has been conducted under contract for the Federal Reserve Board, on a reimbursable basis. The existing contract will finance studies covering July and October, 1961, and there was no effort by the conferees to preclude further "private" financing from the Federal Reserve Board while the direct appropriations for the consumer buying anticipation series is under study.

■ This is not the first time that a large-scale government effort to collect information on consumer buying plans has encountered congressional hostility.

Beginning in 1946, the Federal Reserve Board underwrote studies of consumer buying plans, spending patterns and savings which were made by a group of social scientists in the Bureau of Agricultural Economics. The data was regarded as essential to the board in administering credit controls, and in dealing with the fiscal problems that result from fluctuations in the business cycle.

When members of Congress were critical of the large-scale survey activity which was developing in the Bureau of Agricultural Economics, many of the executives in the organization left as a unit, establishing the Survey Research Center at the University of Michigan. Until last year, they continued to conduct many surveys for the Federal Reserve Board, including the annual survey of consumer buying plans, spending and saving.

■ Beginning in January, 1959, the Federal Reserve Board also subsidized the development of the quarterly survey of consumer buying anticipations at the Bureau of the Census. Last year when the Federal Reserve Board suspended its University of Michigan series, board personnel explained that the census series seemed better suited to the board's needs because it involved a much larger sample, and its quarterly frequency results in useful continuity which could not be achieved from the annual University of Michigan series.

■ Development of the quarterly census series was also encouraged by the Bureau of the Budget and the President's Council of Economic Advisors. Together with Federal Reserve Board, they agreed that surveys of consumer buying anticipations could be useful in business forecasting, but that the surveys had to be based on larger samples and they had to be made on at least a quarterly basis.

In the four 1959 studies, the census survey confined itself to purchases of autos, refrigerators, washing machines and tv. Since then, hi-fi, air conditioners, dishwashers and housing have also been covered. One of the unique characteristics of the census survey, which involves about 17,000 completed interviews each quarter, is that an over-lapping sample is used, so that actual purchases for half the sample can be compared with the anticipations which the same people reported in the preceding quarter.

Data from the July, 1961, survey, which got under way this week, is scheduled for publication next month. Special "sensitized" reporting forms which had been developed for the survey enable the Census Bureau to process the data directly into computers without any punch cards or hand tabulations. #

BOYS AND ARROWS—*The July Mademoiselle, target of a cover-to-cover pun job by Harvard Lampoon, is still finding its promotional marks around the country—like this tie-in window display in Filene's, Boston. In all, 25 U.S. department stores jumped into Mademoiselle's lark with the Harvard men.*

Baumritter Seeks New Agency as Auerbach Departs

NEW YORK, July 21—It was no duel but a dulcet duet of mutual accord and cordiality today as Baumritter Corp., furniture manufacturer, and Alfred Auerbach Associates announced they were going their separate ways after ten years on the loveseat.

Ten agencies have been invited to make presentations—"and we're not going to talk to anyone else," Daniel C. Brown, Baumritter's ad vp, told ADVERTISING AGE. The account bills in the neighborhood of $250,000, primarily for its Ethan Allen and Viko furniture lines.

In a joint announcement, the agency and client had only words of harmony and understanding for each other. Said the company: "Our relations with Alfred Auerbach Associates have been extremely cordial and we have nothing but praise for their work and conscientious approach, which has contributed consistently toward our progress over the years. They have been our agency almost since the beginning of our present program and it seemed advisable, after this period of time, to try for a new viewpoint and approach. Nothing in this development should be taken as a criticism of the Auerbach organization."

The agency replied: "Naturally we are sorry to relinquish the Baumritter account. . . ." #

Ad Groups Resist Compromise on Defense Ads Ban

(Continued from Page 2)

week as the committee awaited a White House decision on further increases in the defense budget which may be necessary to meet the worldwide security crisis.

■ Even if the Senate backs off from the anti-advertising legislation approved by the House, some further suspense will be involved. The two conflicting versions would then go to conference, with members of the House committee sure to hold out for at least half a loaf.

Meanwhile, National Business Publications moved this week to seek assurance that defense contractors would not be prevented from buying ads with profits which they earn on defense business.

In a letter to the general counsel's office of the Department of Defense, NBP President Robert Harper said there has been concern that the language approved by the House is so broad that it would be impossible for a defense contractor, operating on a cost-plus-fixed fee contract, to use portions of his fee for advertising.

■ He explained that a ruling by the general counsel is desirable in order to provide background for further congressional consideration of the problem. Mr. Harper said congressmen with whom he's spoken have indicated it was not their intent to achieve such a sweeping impact.

Meanwhile, on a related front, the Defense Department adopted new "conflict of interest" regulations curtailing the sales efforts of retired military personnel who accept positions with defense companies.

Under the new rules a two-year cooling off period is required, even if the retired officer confines himself to "liaison," not "selling." #

NAAN Elects Cole President; Reports 1960 Billings Gain

Arlyn E. Cole, president of Cole & Weber, Portland, Ore., has been elected president of the National Advertising Agency Network.

NAAN, which has affiliates in 34 marketing areas throughout the U. S., Canada and Puerto Rico, reports billings of its member agencies totaled $54,038,312 in 1960, compared with $52,109,277 the previous year.

Cohen & Aleshire Becomes Part of Donahue & Coe

(Continued from Page 1)

Messrs. Aleshire, Brady & Cohen Jr. will be vps.

The Cohen & Aleshire office here will close but the agency name will continue as "an inactive corporation," Mr. Cohen Sr. said.

■ Largest account to move will be Grove Laboratories, a division of Bristol-Myers, which reportedly bills around $2,500,000 for 4-Way cold tablets, Fitch hair tonic and shampoo and Grove test products. Grove was Cohen's sole account when the agency opened in 1947.

Several accounts will not move to Donahue & Coe because of potential conflicts or other reasons. Chief among them is Rybutol vitamins, which Cohen & Aleshire picked up in April. Rybutol would conflict with E. R. Squibb & Sons.

Joseph Chira, director of advertising for Lanolin Plus, of which Rybutol is a division, said he was "pretty certain" the account would move to one of its remaining agencies—Daniel & Charles (which has had it before) or C. J. LaRoche & Co.

The Cohen agency had Rybutol once before, several years ago, and Mr. Chira said today the agency had done "a magnificent job" recently. He expressed regret that Rybutol could not move to Donahue & Coe. Rybutol bills an estimated $500,000.

■ Another Cohen & Aleshire account which may not move is Cott Bottling Co. of New Jersey (D&C handles Squirt).

In addition to Grove Labs, the following accounts will go to Donahue: Amstel beer, Kiwi shoe polish, Dormin, Acno-Tabs, and Lydia E. Pinkham Medicine Co.

Lady Esther division of Chemway Corp. will also move to Donahue & Coe. D&C has been the agency for Chemway's Pantene hair lotion.

Cohen & Aleshire is also agency for Imdrin, a product of Rhodes Pharmacal Co., Chicago. J. Sanford Rose, president of Rhodes, contacted in Oden, Mich., said he has been on a yachting trip and had not heard about the merger. He added that his company has no thought of changing agencies.

John Alden, vp in charge of advertising of Norwich Pharmacal Co., and David S. Racusin, general manager and advertising manager of the Barbizon-Plaza Hotel, both said their accounts would also move.

Mr. Cohen, now 64, has been a drug specialist for most of his advertising career. He was chairman of the plans board of Dancer-Fitzgerald-Sample and after that was general manager of H. W. Kastor & Sons, Chicago, before starting his own shop with the Grove account (nine employes and estimated billings of $600,000). Ed Aleshire has been associated with him since the beginning.

■ In 1957, the agency name changed to Cohen & Aleshire. Mr. Cohen said then it was an $8,000,000-$10,000,000 agency with 100 employes. The agency continued its upward spurt for a while thereafter, but it evidently lost a considerable amount of business since and went through an unsuccessful merger with John C. Dowd Inc. (as Cohen, Dowd & Aleshire) which lasted barely a year.

Earlier merger negotiations with Fletcher Richards, Calkins & Holden got to the dotted-line stage before collapsing. Along with the Cohen-Dowd merger was a deal for some Seagram business including Lord Calvert. When Seagram took Lord Calvert away from CD&A the end of the merger was foreshadowed.

Within the last year or so, while picking up bits of additional billings from Grove Labs, Norwich and others, the agency has lost Ting, Frenchette, Alitalia Airlines and Black Draught.

Don E. West, president of Donahue & Coe, said he was "delighted to add to our own facilities in drug and package goods marketing the widely recognized experience and talents" of the Cohen & Aleshire group. #

Ruling Against CBS Sports Package May Affect Other Pacts

PHILADELPHIA, July 22—Exclusive television contracts with a number of professional and college sports groups were put in jeopardy by an anti-trust decision here yesterday.

A precedent-setting U.S. district court decision invalidated a $9,300,000 tv contract between the Columbia Broadcasting System and the National Football League. Judge Allan K. Grim held that a two-year contract signed last April granting CBS exclusive tv rights to regular season games of 14 teams violated anti-trust laws.

His ruling said the clubs, which would have shared equally in the tv returns, had "eliminated competition among themselves in the sale of television rights to their games."

■ The impact of this decision on other televised sports remains to be seen. Baseball tv rights, except for the World Series and the All-Star games, are negotiated on an individual club basis and may not be affected, some observers feel. The American Broadcasting Co. has exclusive tv rights to American Football League games and to National Collegiate Athletic Assn.-approved college games. The National Broadcasting Co. has a tv agreement with the National Basketball Assn.

Before signing of the new contract, CBS-TV rights for professional football coverage had been negotiated with individual clubs. When queried in advance, the Justice Department reportedly opposed the over-all league contract.

■ CBS would not comment on the decision until lawyers studied the ruling, but the network is expected to appeal. The network's professional football series is scheduled to start Sept. 17 with Ford and Philip Morris each carrying one-quarter sponsorship. The other half of the games was sold on a regional basis to Ballantine, Falstaff and Carling beers, and American, Sun, Sohio and Speedway oils. #

Whitman Promotes Additions to Line

PHILADELPHIA, July 20—Whitman Chocolates, Philadelphia, will launch its largest consumer advertising and merchandising campaign to date this fall. The program boosts its new supermarket line of 29¢ and 39¢ boxed candies.

Color ads will be carried on facing pages of *This Week Magazine* and regional editions of *The American Weekly*. Key areas will receive newspaper color pages, and color ads in *Life*, *Look* and *The Saturday Evening Post* will follow.

A redemption coupon, entitling the customer to a 5¢ saving on the purchase of the 29¢ and 39¢ candy, will be included in the campaign.

N. W. Ayer & Son, Philadelphia, handles the account. #

The Chicago Tribune reaches the right kind of people

To a seller of refrigerators, there are only two kinds of people in a market. Those who buy. And those who can't, won't or don't.

The problem is how to reach more of the right kind. And in Chicago, that's easy. Most of them read the Tribune. In city and suburban households, 65% of the refrigerator buyers are regular readers of the Sunday Tribune; 55% read the Daily Tribune.

Now maybe you sell ranges, rugs or railroad tickets rather than refrigerators.* It doesn't matter. The Tribune still delivers a larger audience of actual buyers than any other Chicago newspaper.

You'll sell more to the right kind of people—the people who buy—when you use the Tribune in Chicago.

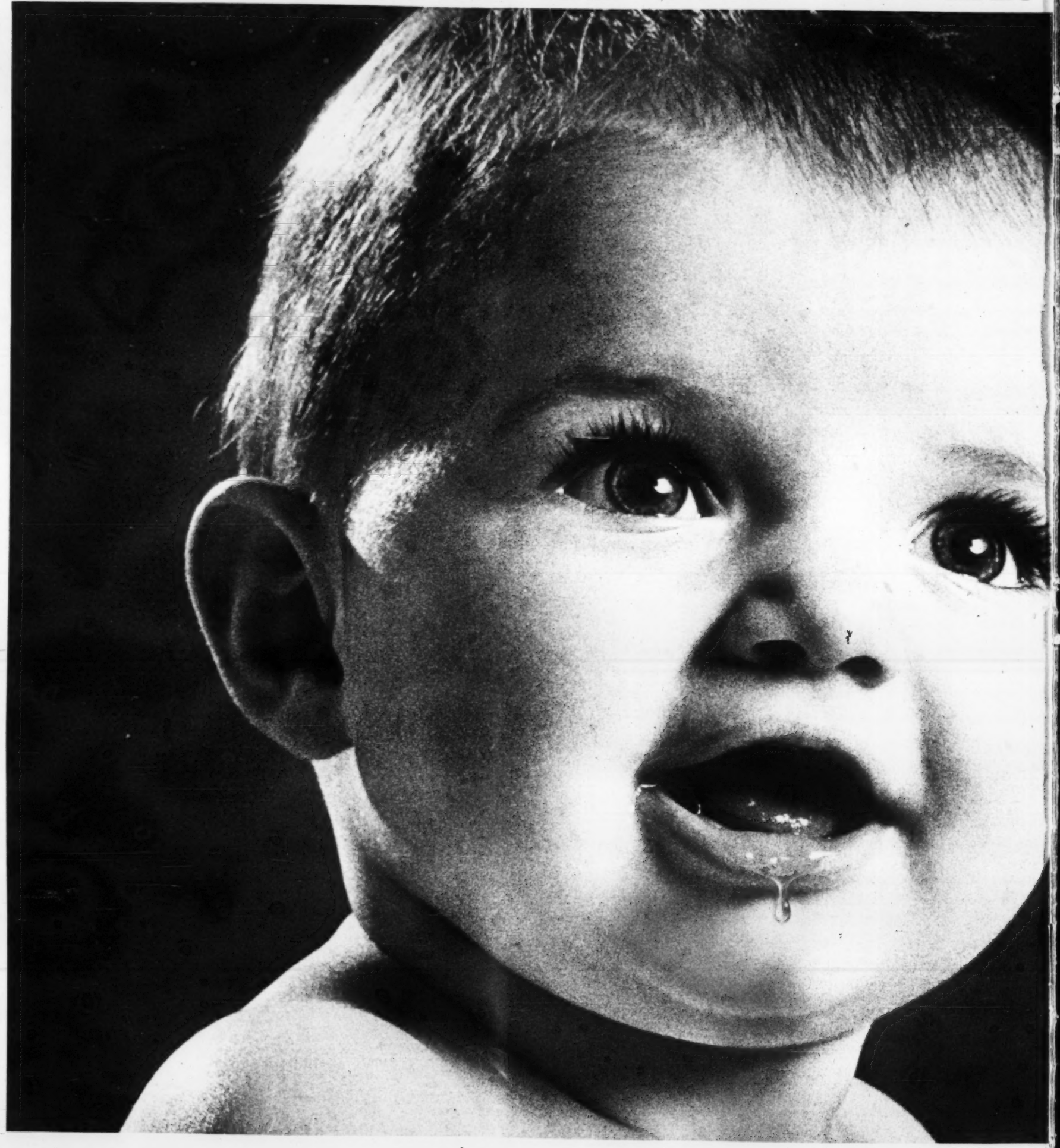
HOUSEHOLD COVERAGE OF REFRIGERATOR BUYERS

More Readers...More Buyers...More Results—

THE TRIBUNE GETS 'EM IN CHICAGO!

*And if you do sell refrigerators, our new MARKET POWER study has lots of information about your kind of buyers. Ask a Tribune representative for the full story.

THE NEW FACE OF THE UPPER



KIRKLAND!

MIDWEST

KIMBERLY KAY KIRKLAND, to be exact. Born October 10, 1960 at Swedish Hospital, Minneapolis, Minnesota. Kimberly is one of the newest faces of the Upper Midwest, representing the tremendous population increase in Minneapolis-St. Paul—America's 14th Market.

Since 1950, Minneapolis-St. Paul's percentage increase of suburban population is first among the nation's top 15 markets.

PERCENTAGE OF SUBURBAN POPULATION GAIN

Rank	Metropolitan Area	1960 Census	1950 Census	% Incr.
1.	**Minneapolis-St. Paul**	**685,747**	**317,986**	**115.7**
2.	Washington, D.C.	1,237,941	661,911	87.0
3.	Detroit	2,092,216	1,166,629	79.3
4.	Los Angeles-Long Beach	3,819,513	2,146,786	77.9
5.	New York	2,912,649	1,663,986	75.0
6.	Baltimore	788,999	455,691	73.1
7.	Chicago	2,670,509	1,556,906	71.5
8.	Cleveland	920,545	550,703	67.2
9.	San Francisco-Oakland	1,672,956	1,080,835	54.8
10.	Buffalo	774,198	509,098	52.1
11.	St. Louis	1,310,077	862,492	51.9
12.	Philadelphia	2,340,385	1,599,443	46.3
13.	Newark	1,284,200	1,029,682	24.7
14.	Boston	1,892,104	1,609,128	17.6
15.	Pittsburgh	1,801,103	1,536,430	17.2

And in the same period, Minneapolis-St. Paul had a 28.8% total population increase, making it third in the U.S.!

PERCENTAGE OF POPULATION INCREASE

Rank	Metropolitan Area	1960 Census	1950 Census	% Incr.
1.	Los Angeles-Long Beach	6,742,696	4,367,911	54.4
2.	Washington, D.C.	2,040,119	1,464,089	39.3
3.	**Minneapolis-St. Paul**	**1,482,030**	**1,151,053**	**28.8**
4.	Detroit	3,762,360	3,016,197	24.7
5.	San Francisco-Oakland	2,783,359	2,240,767	24.2
6.	Baltimore	1,727,023	1,405,399	22.9
7.	Cleveland	1,796,595	1,465,511	22.6
8.	Chicago	6,220,913	5,177,868	20.1
9.	Buffalo	1,306,957	1,089,230	20.0
10.	St. Louis	2,060,103	1,719,288	19.8
11.	Philadelphia	4,342,897	3,671,048	18.3
12.	Newark	1,689,420	1,468,458	15.0
13.	New York	10,694,633	9,555,943	11.9
14.	Pittsburgh	2,405,435	2,213,236	8.7
15.	Boston	2,589,301	2,410,372	7.4

Little Kimberly may not do much buying today, but her parents do—and lots of it. On Kim alone this year they'll spend $800 to $1,000 for food, clothes, baby furniture, medicine and toys.

Kim's parents and all the other parents in the Upper Midwest will be spending money on many other items as well. And the chances are they'll be interested in your products or services. What better way to reach these families than through the Minneapolis Star and the Minneapolis Tribune—the papers that cover the Upper Midwest!

For the complete story on the Upper Midwest, and its heart—the 14th market—write:

NEWSPAPER MARKETING ASSOCIATES · Scolaro, Meeker & Scott Division (New York, Chicago, Philadelphia, Detroit) · Doyle & Hawley Division (Los Angeles, San Francisco) · Minneapolis Star and Tribune, William A. Cordingley, National Advertising Manager, Minneapolis Star and Tribune, Minneapolis 15, Minn.

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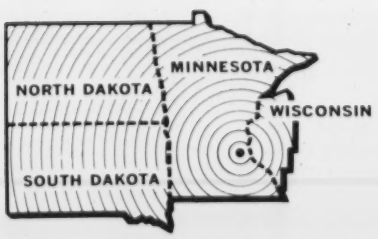

Minneapolis Star *and* Tribune

EVENING MORNING & SUNDAY

660,000 SUNDAY · 530,000 DAILY

JOHN COWLES, *President*

The Editorial Viewpoint . . .

Keep Your Perspective

Reading the news about advertising and marketing these days, one might easily get the impression that advertising is in horrible shape, and those elements of advertising which are not forced into bankruptcy will nevertheless disappear, as the whole advertising process is disavowed as an instrument of economic policy.

Practically everybody in Washington is having a field day kicking advertising around; another major national magazine disappears from the scene because it can't break even; newspapers are told by their customers, for the umptyumpth time, that they really ought to be better than they are; advertisers fire their agencies with the most reckless kind of abandon; broadcasting is suffering from more ills than are listed in the most complete medical encyclopedias; and in general things are in one hell of a mess.

It takes a little calm consideration of basics to realize that while all these things are important, and the problems facing advertising are more numerous (if not more serious) than they have ever been, advertising is not about to disappear from our life—unless our existing social and economic order is also about to disappear.

The simple fact is that advertising—or something remarkably like it—is an essential element in the kind of economy which has evolved in this country and which is rapidly developing in other areas of the world.

Productivity is rising. Standards of living are rising. Leisure time and disposable income are both trending upwards. There are recurring doubts about our ability to employ our total available labor force. Goods and services are almost literally running out of our ears, seeking markets.

Under those conditions—and granted the continuance of free consumer choice—advertising isn't going to disappear. On the contrary, it is going to be more important as an economic weapon than ever before—more important not only to the individual advertiser, but to society as a whole.

That is one reason why so many advertising procedures and concepts currently are undergoing such searching criticisms and analyses in so many quarters. Up until recently, it was possible largely to ignore advertising, or to assess it dispassionately as one of the more regrettable or interesting (depending on the viewpoint) manifestations of selling. But now no one can ignore it; no one can refuse to concede its tremendous and its growing importance in an economy of abundance.

A Procrustian Bed?

The other day Robert Forestal, Los Angeles adman, talked to some advertising tyros at Los Angeles City College, and made some observations about radio jingles that make extremely good sense and that seem to have escaped the notice of too many advertising professionals.

Mr. Forestal inveighed against the radio jingle, on the point of making too much noise and bringing in too many distractions. But he also said that too many copywriters are being forced to fashion their ads to fit the rhyme and meter of a jingle, rather than expound on the true merits of the product.

"More often than not," he said, "the melody lingers on after the lyrics are long forgotten."

The observation is startlingly accurate. In radio—and almost to the same extent in television—advertisers have built themselves a neat little straitjacket of their own invention. No one may deviate from the accepted form; every message must be molded to fit the format which, by practically universal acclaim, has become *the* way to sell over the airwaves.

No matter what the product or service, nor what ought to be said about it and in what mood, it must be fitted to a lilting tune and a rememberable jingle. Otherwise, the assumption is, money is being thrown away.

The form is a little freer, it is true, than the rigid patterns to which Latin poets were required to commit themselves, but it is nevertheless an artificial restriction to which advertising men ought not to bow.

The proper "formula" for selling goods and services is to adapt one's message and one's method of presentation to the requirements of each particular situation—not to blindly follow a form-fitting mold.

The Matter of Influence

A knowledgeable but crusty acquaintance of ours occasionally drops us notes commenting on the business scene—from which he has now largely retired. He commented the other day, sagely, on the matter of influence:

"I ran across something the other day by a 'communications expert,'" he said. "I'm pretty tired of 'communications experts,' but this guy made sense. He said that we're always talking about the effect of leaders upon the public opinion. And we never talk of how the leaders are affected by public opinion! Think about it—in terms of tv programming, for example."

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman Advertising Agency, Columbus, O.

"When she said she was looking forward to her 24th birthday I told her she was facing the wrong way."

What They're Saying . . .

Who Speaks for Advertising?

When it comes to alphabet soup, the advertising business takes a back seat to no one.

Even the massive bureaucracy of the U. S. Government hardly presents a more impressive array of initials than advertising. Where for instance can you marshal a better list than AAAA, WSAAA, ANA, AAW, ADS, AIA, ANPA, MPA, RAB, NOAB, TvB, just as a starter? Not to mention the small clubs, big clubs, craft associations on the local levels—art director groups, copywriter groups, production and media clubs, graphic arts associations and so on *ad infinitum*.

This mélange of advertising groups, all with their own axes to grind, may well be unparalleled by any other industry. And we submit this is one of the prime causes why advertising speaks with a weak and hesitant voice . . .

While we do not say that advertising's house is divided against itself, we do believe that there are too many rooms without a view, a view of the coordinated job advertising should do to combat its enemies and win friends . . .

If it is impractical to coordinate and shape all the numerous groups in advertising into one AAIA (Amalgamated Advertising Interests of America), then let one of the groups in organized advertising be elected to leadership. If the AAW/AFA combination, working as a team, seems to be the logical association to be advertising's AMA, let it be strengthened to the point where it can truly assert leadership in keeping with the king-size job of presenting advertising's story to the rest of the nation . . .

—An editorial by Frank Bruguiere in Western Advertising.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. G. D. CRAIN JR., president and publisher. S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS, vice-presidents. C. B. GROOMES, treasurer.

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Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. John Crichton, editor. Jarlath J. Graham, managing editor. Don Morris, assistant managing editor.

Senior Editors: Washington—Stanley E. Cohen. New York—James V. O'Gara (in charge), Maxine Christopher (broadcast), Milton Moskowitz (international). Chicago—Emily C. Hall (features), Merle Kingman.

Associates: New York—Lawrence Bernard, Phyllis Johnson, Ramona Bechtos, Frank Sinclair, Rance E. Crain. Chicago—Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton, Helen Barnett. Detroit—Hugh C. Quinn. Los Angeles—Denis Higgins.

F. J. Fanning, editorial production. Elizabeth C. Graham, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. Gordon D. Lewis, manager sales and service; John B. Carlson, assistant manager; R. W. Kraft, production manager. New York: Harry Hoole, eastern advertising manager; John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston, Don Walsh. Chicago: E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Murray Packard. Los Angeles: Richard E. McCarty, Western Advertising Manager, 8217 Beverly Blvd., OLive 1-3710. San Francisco: Wm. Blair Smith, 22 Battery St., YUkon 1-1299. Portland, Ore.: (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) Frank J. McHugh Jr. Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MU 4-3840) Thomas A. Knowles. London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

Tax-paying publishers breathed a sigh of relief when it became known that the Department of Commerce wouldn't insist on competing for advertising dollars with its new international magazines.

Did the FTC holler, "Unfair competition!"?

•

A Denver dairy which tried to start a war scare to promote milk sales was told in unmistakable terms by consumers that this was advertising they could very well do without.

•

The advice of Art Stein, publisher of *Coronet*, to magazines on the dangers of pushing circulation via cut-rate subscription sales sounds logical, but probably won't be taken too seriously.

•

Underwood is doing tricks with type which seem to indicate that a familiar name will be recognized even if the letters are piled atop one another.

•

"This is no time for hand-sitting," remarks *Architectural Record*.

It's a much better time for handshaking—with your customers and prospects.

•

"Nothing sells apples like the polish!" exclaims the *Dallas News*, which may have recalled Elmer Wheeler's famous dictum that it's the sizzle that sells the steak.

•

"Coupon conspirators jailed," the headline says.

Unfortunately for coupon advertisers, some of the shenanigans are engaged in by people they can't send to jail.

•

Edgar Bergen and Charlie McCarthy, who have just gone to work for GM's Guardian Maintenance via radio, must be rated the most durable stars of radio's halcyon days of the '30s.

•

An agency media man thinks newspapers should be able to say but positively on what day of the week most prospective automobile buyers read the dailies.

Even a good used crystal ball would help on this assignment.

•

Two top-level advertising and marketing executives seeking to buy an agency admit they own highly successful track records.

In the sprints or the distance events?

•

"We are not a gutbucket agency," insists a Philadelphia outfit looking for "an advertising genius."

But if they find him, he should probably be prepared for blood, sweat and tears.

•

Users of Beech-Nut chewing tobacco who may be confused by some strange new statements about the brand should remember that Lorillard is now promoting a cigaret of the same name.

•

After hearing the uncomplimentary remarks of baseball players who participated in the All-Star game July 11, San Francisco authorities are going to try to keep those persistent winds from blowing out the candles at Candlestick Park.

COPY CUB.

63 PERCENT

OF DELAWARE VALLEY'S

FOOD SALES

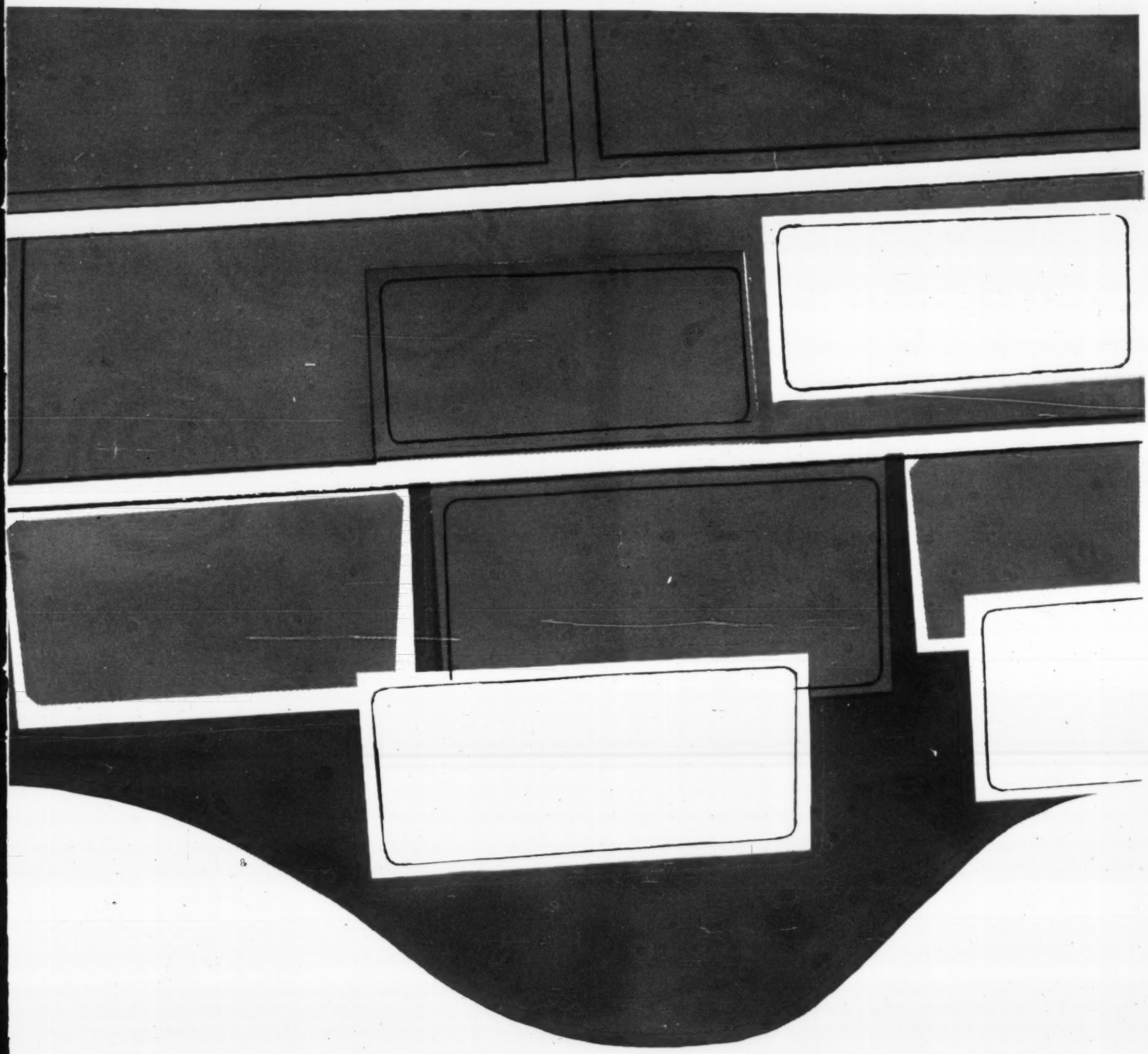
ARE MADE

IN THE SUBURBS

The Philadelphia Inquirer delivers your advertising to 27% more suburban women readers than does any other Philadelphia newspaper.

Sources: Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 70,000 interviews, 1957-60. (Summary of 1960 study data available on request)

Chilton's MAP in action...
MARKETING ASSISTANCE PROGRAM
How to sell your product to the right people...
NBP



Finding an industry is easy. Selecting the right people to sell in that industry is the real marketing problem.

Take the gigantic fleet market as an example.

Chilton's Commercial Car Journal knows . . . and will tell you . . . who does the buying in the nation's 32,000 *self-serviced* fleets. These are the buyers who install and consume your fleet products within their own maintenance operation.

The continuing research necessary to maintain the highest standards of editorial and circulation coverage of these fleetmen produces vital market data for CCJ's Marketing Assistance Program. Location of fleets by counties. Names and addresses of 50,000 buying influences. What they buy. When they buy it. What it takes to sell them.

Each of Chilton's 19 business magazines has a similarly complete and helpful M-A-P. Contact the representative of the one covering your market or markets.

CHILTON COMPANY

Chestnut & 56th Sts., Philadelphia 39, Pa.

Department Store Economist • The Iron Age • Hardware Age • The Spectator • Motor Age • Automotive Industries • Boot and Shoe Recorder • Commercial Car Journal • Distribution Age • Butane-Propane News • Electronic Industries • Aircraft & Missiles • Hardware World • Optical Journal and Review of Optometry • Jewelers' Circular-Keystone • Food Engineering • Marine Products • Gas • Product Design & Development • Business, Technical and Educational Books • Chilton Research Services

Do you make these mistakes?

No experienced adman like yourself would make the mistake of believing there's anything "just as good" as the standard of quality and service Century delivers! You make no mistake when you *always* use the services of Century!

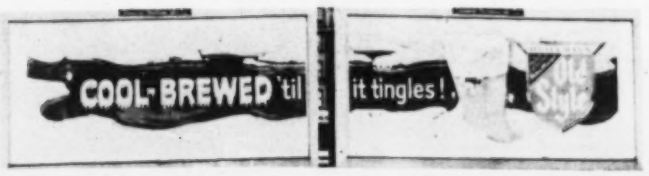
You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541



TINGLES—*G. Heileman Brewing Co., La Crosse, Wis., will spend $1,200,000 this year in the Dakotas, Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska and Wisconsin to promote its new theme: "Cool-Brewed 'Till It Tingles." Outdoor, radio and tv will be used. McCann-Erickson is the agency.*

Itek Names Kalb, Stern

William R. Stern has been named director of marketing of Itek Electro-Products Co., Cambridge, Mass., a division of Itek Corp. He joined Itek in February as sales manager. Joshua Kalb, formerly manager of public relations and publications of the GPL division of General Precision Inc., Pleasantville, N.Y., has joined Itek Electro-Products as manager of public relations and advertising.

House Unit Dilutes Treasury's Expense Account Proposals

WASHINGTON, July 18—The House ways and means committee last week issued its first pronouncement on what it will do with the administration's expense account proposals, tentatively agreeing to tighten, but to continue to allow, most expense account spending.

Under the Treasury Department's proposals, the tab for on-the-road business trips would be limited to $30 a day for food and lodging. A daily limit of $4 to $7 would be placed on deductions for food and drink bought at business meetings or discussions.

Treasury Secretary C. Douglas Dillon advocated elimination of all other deductions, such as cocktail parties, night club soirees and sporting expeditions, as well as deductions for hunting lodges, fishing camps and club dues. Mr. Dillon also called for a $10 ceiling on business gifts.

■ In contrast to the administration's proposals, the committee would allow such expenses if they were related to the production of income and not merely for the creation of good will.

The committee, however, would rule out expenses for dues and fees to any social or athletic club. Business gifts up to $25 would be considered a deductible item.

Under the committee's plan, the taxpayer would have to prove his deductions by supplying records on the time and place of the outing, the business purpose of the travel and the business relationship of the people entertained, as well as the amount of expenditures.

■ Business lunches and dinners would be considered deductible if the atmosphere and surroundings were "conducive" to a business discussion. A committee staffer explained that "you could take a customer to a quiet restaurant where you can talk business, but you can't take him to a cabaret where there are dancing girls."

The committee's new rules of disclosure would not apply to conventions, stockholder meetings and other get-togethers of an obvious business type.

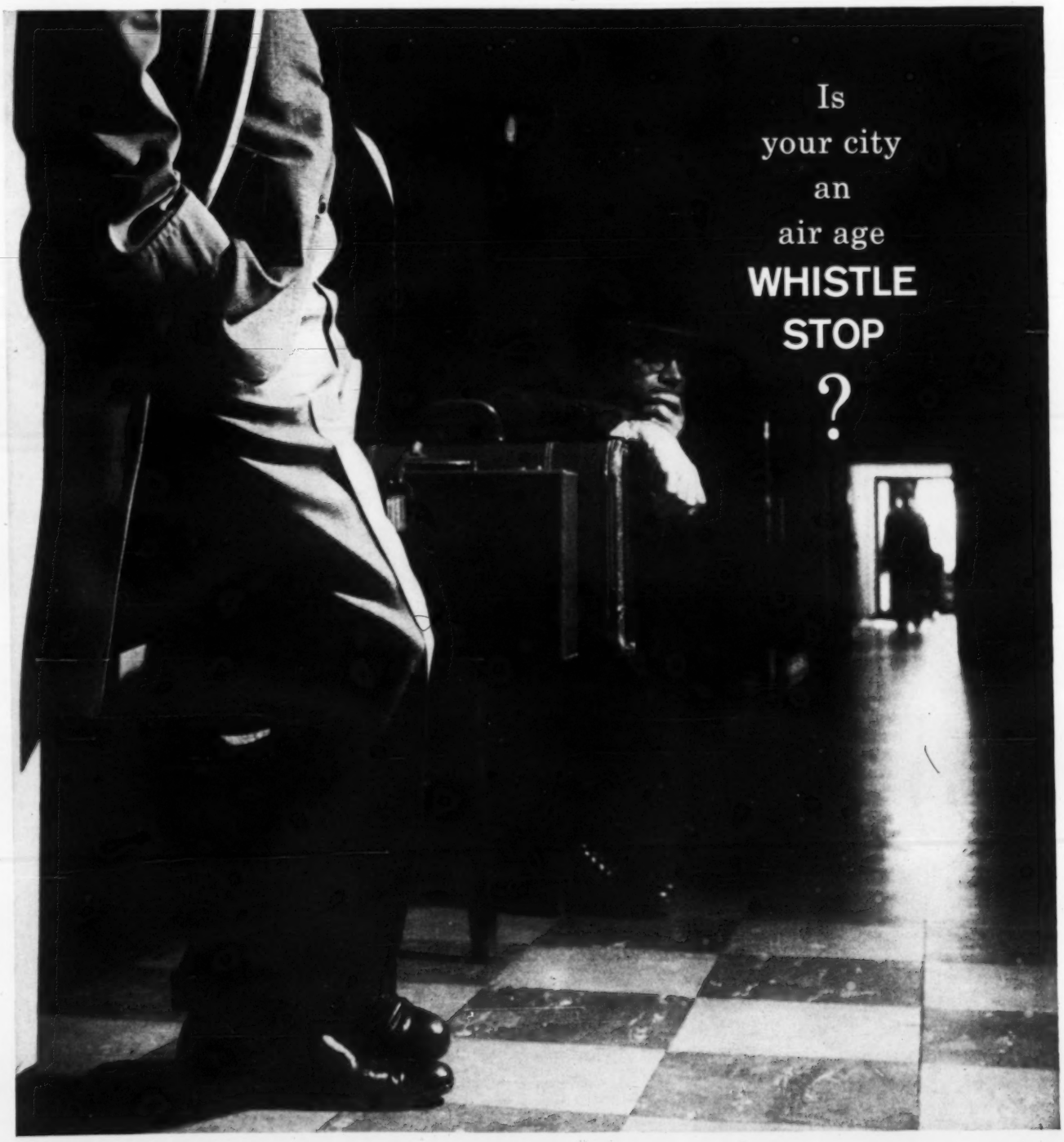
Staff members said the committee's purpose in revealing tentative conclusions is to give interested people a chance to comment on the bill before it's written into its finished form. #

Curran-Morton Adds One

Curran-Morton Co., Phoenix, has been named to handle advertising for Minit Markets Inc., Phoenix, which operates a chain of drive-in markets throughout Arizona. Plans call for broadcast media promotion of new store openings.

Bear Archery Names Bonsib

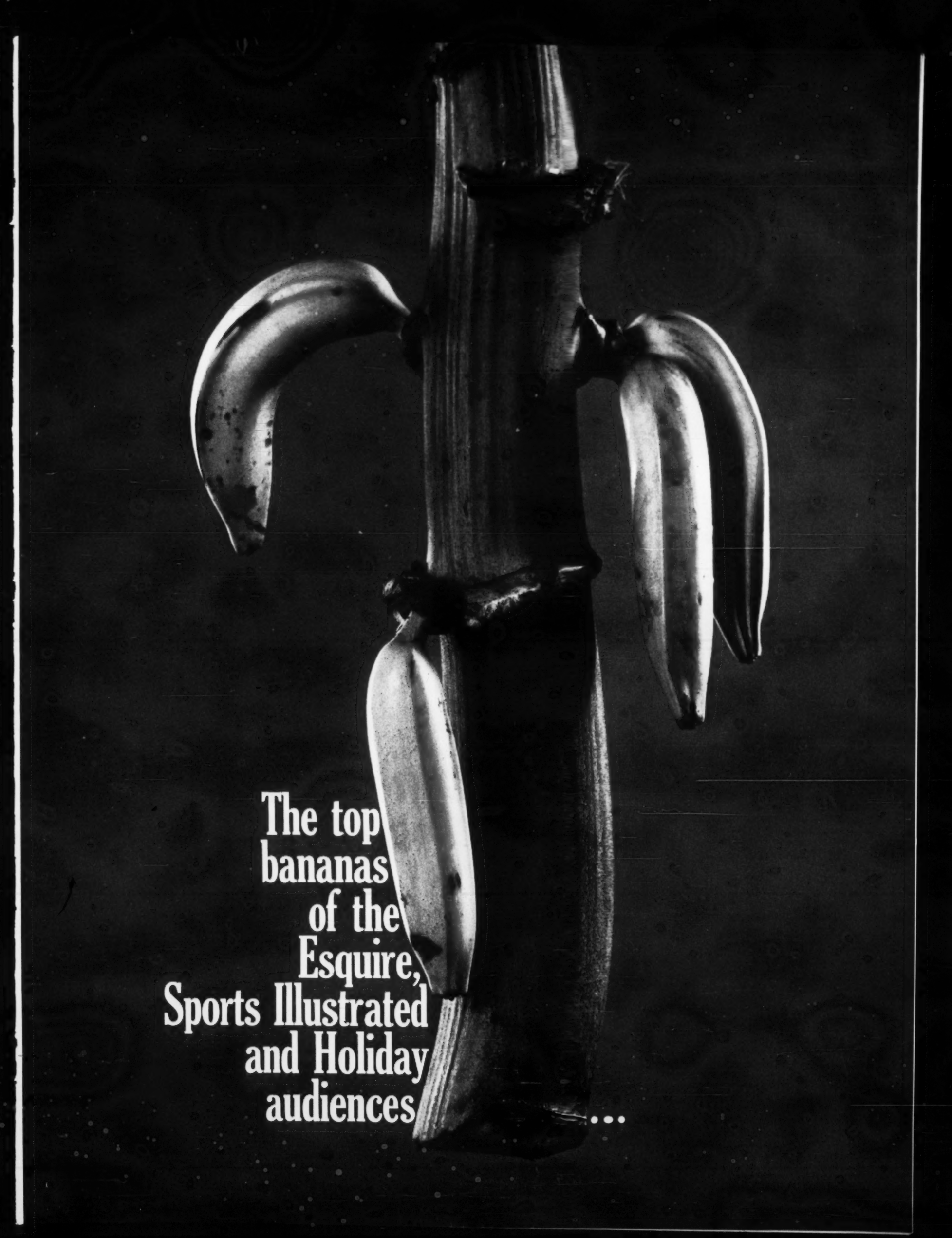
Bear Archery Co., Grayling, Mich., has named Bonsib Inc., Ft. Wayne, Ind., to handle its $200,000 account. The company had been seeking an agency since Paxson Advertising, Benton Harbor, Mich., resigned the account last fall.

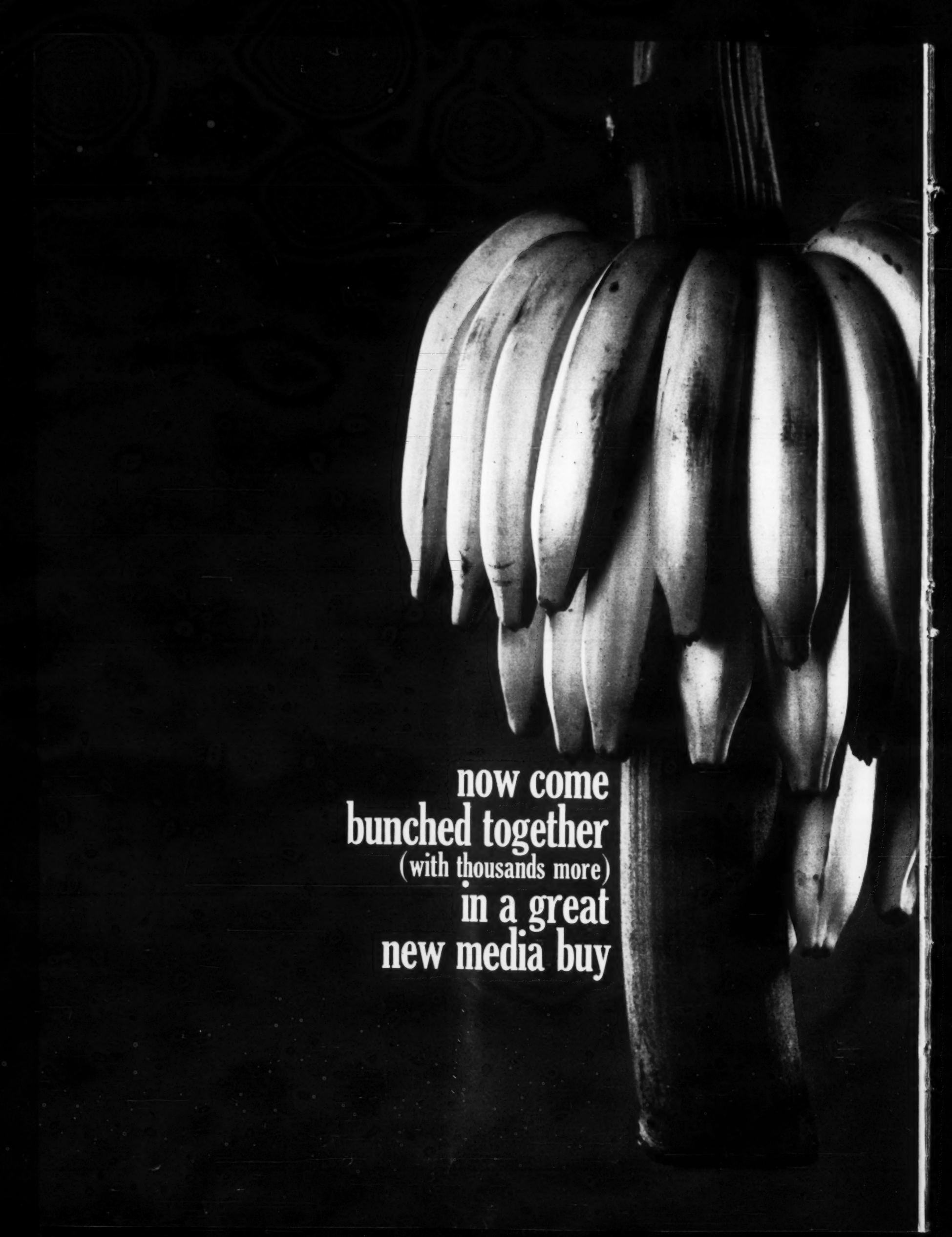


Are the people in your community getting tank town airline service? Five years ago St. Louis was primarily a bus and train city. The airlines did not know the market potential. The citizens had not made their needs known, and the local government paid only lip service to this need. Today, St. Louis is a major midwest air center. What happened? For one thing, the Globe-Democrat used the influence of its editorial and news pages to promote informed action.

Every city needs a newspaper alert to the problems of its people. In St. Louis the Globe-Democrat is such a newspaper.

St. Louis Globe-Democrat


The top
bananas
of the
Esquire,
Sports Illustrated
and Holiday
audiences ...


now come
bunched together
(with thousands more)
in a great
new media buy

It's a new breakthrough in the science of finding and reaching customers—a new media concept that enables you to select and concentrate on those men who have demonstrated their desire for quality products of all kinds.

We call it the Inner Circle. More than 1,100,000 men—acknowledged leaders in top-status, leisure-time activities. Men who express themselves through the boats they sail, the imported or fine cars they drive, the planes they fly, the stereo component high fidelity systems they own, the precision photographic equipment they use.

Esquire, Sports Illustrated, Holiday and other class magazines present these men to you as the cream of their audience. But the Inner Circle is all cream...a core market of consumer leaders...the men every quality-product advertiser wants to reach.

It's a unique market:
young—median age is 36
affluent—median income is over $9,100
...a combination of age and income not available in any other magazine.

Starch ratings prove conclusively that editorial and advertising in Inner Circle magazines get far greater readership than in any other class medium.

The magazines in the Inner Circle are: Popular Boating, Car & Driver, Flying, Hi Fi/Stereo Review, Popular Photography...each a Ziff-Davis publication... each the circulation and ad revenue leader in its field.

Now for the first time, they come grouped together as one medium, with one special rate, one complete merchandising program.

Get your product moving in the right circle—the Inner Circle. Call, write or wire Phil Shannon, Ziff-Davis Publishing Company, One Park Avenue, New York 16, N. Y., OR 9-7200.

THE ZIFF-DAVIS INNER CIRCLE

Popular Boating, Car & Driver, Flying, Hi Fi Stereo Review, Popular Photography

Ziff-Davis Publishing Company, One Park Avenue, New York 16, N. Y.
Chicago: 434 S. Wabash Ave.; Beverly Hills: 9025 Wilshire Blvd.

WANT TO SELL FARMERS OVERSEAS?

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

Clough Elected Adclub Head

Irene D. Clough, of the *Philadelphia Bulletin*, has been reelected president of the Philadelphia Club of Advertising Women. Other new officers include Mrs. Ann Richter Lewis, Zabel Bros., 1st vp; Betty Cogger, Bell Telephone Co., 2nd vp; A. Elizabeth Eichman, Eichman Agency, treasurer; Mrs. Leroy A. Brothers, Stephenson-Brothers, assistant treasurer; Mrs. Janet W. Conroy, Walter Armstrong Inc., recording secretary; and Phyllis M. Lewis, Ullman Organization, corresponding secretary.

DeGarmo Adds Account

DeGarmo-Boston has been named to handle advertising for Epsco Inc., Cambridge, Mass., manufacturer of data processing equipment. Bresnick Co., Boston, formerly handled the account. Robert Y. Larsen, formerly with General Electric Co., has been named art director of deGarmo-Boston.

New Willis & Borg Shop Adds Maico, 2 Others from Bozell

MINNEAPOLIS, July 19—Maico Electronics, manufacturer of hearing aids and hearing glasses, has moved its account, with billings estimated between $100,000 and $125,000, from Bozell & Jacobs to Willis & Borg, a new agency here.

Prior to forming Willis & Borg with Herbert A. Willis (AA, May 29), Lloyd E. Borg was a vp and account executive on the Maico account in Bozell's office here. Maico is a division of W. A. Sheaffer Pen Co.

Also following Mr. Borg from Bozell to Willis & Borg are the Downtown Council of Minneapolis, with billings of $65,000, and Simon & Mogilner, Birmingham, Ala., manufacturer of Play-Pet children's sportswear, which bills about $85,000. #

'Chicago's American' Names Seidner Promotion Manager

Chicago's American has combined its advertising promotion and research statistical departments into the advertising sales promotion department and has appointed Robert L. Seidner to head the combined unit.

Robert L. Seidner

Mr. Seidner, who has been research statistical manager, has been named manager of the advertising sales promotion department. He succeeds Harry D. Koch, who resigned last month in order to take over active management of his own newspaper in New Jersey (AA, June 26).

11 Agencies to Bid for Wisconsin Account

Eleven Wisconsin agencies will make presentations for the state's recreational account through the State Conservation Department. The account, presently handled by Arthur Towell Inc., Madison, has averaged a billing of $125,000 for the past five years, and a slight increase is expected in 1962. A bill currently before the Wisconsin legislature contains budget increase provisions which would more than double these billings.

The agencies making presentations are Andrews Agency; Cramer-Krasselt; Franklin Advertising; Al Herr Advertising Agency; Hoffman, York, Paulson & Gerlach; James Jeffords Advertising; Klau-Van Pietersom-Dunlap; and Mathison & Colne, all of Milwaukee; Geer Murray, Oshkosh; Towell; and Geyer Morey, Madden & Ballard, Racine.

Spot Radio Sales Off in 1st Quarter: Waterhouse

National spot radio business was off nearly 8% for the first quarter of 1961, according to the Price Waterhouse & Co. estimates compiled for Station Representatives Assn., New York. The first quarter business for '61 was put at $40,324,000—a decline of 7.9% from the '60 total of $43,805,000. Spot tv also was off slightly for the first three months of this year, but picked up during the second quarter.

Lawrence Webb, managing director of SRA, attributed the downward spot radio curve to the recession. He predicted that second quarter billings would show an improvement—perhaps a sufficient gain to bring the first six months of the year up to 1960's spending levels.

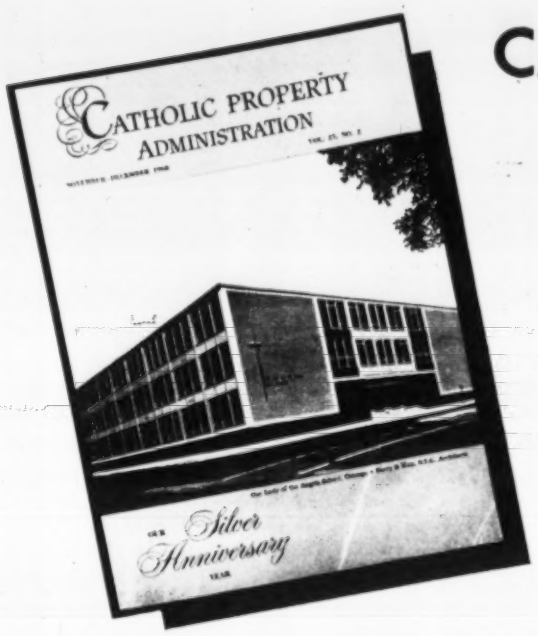
INSIDE SOLID CINCINNATI:

"I guess it's another of those Cincinnati Enquirer families . . . you know, with $600 a year more to spend than the average Cincinnati family."

SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.



CATHOLIC PROPERTY ADMINISTRATION

Joins

Ojibway press

Ojibway Press was organized two months ago for the purpose of acquiring a group of business magazines and a book publishing company. Last month we announced the purchase of Knit Goods Publishing Corporation, publishers of Hosiery & Underwear Review and Lingerie Merchandising.

Now we are pleased to announce that the very fine publication, Catholic Property Administration, has become a part of Ojibway Press and that George O'Halloran, long-time co-publisher, continues as publisher.

Mr. O'Halloran and other members on his staff have moved to the New York offices of Ojibway Press at 250 Fifth Avenue, in which advertising sales headquarters of Catholic Property Administration are now located. Production, circulation, editorial and accounting functions have been moved to Ojibway Press headquarters in Duluth.

With this second important acquisition, Ojibway Press goes forward with its program to create one of the nation's leading publishing companies.

DIRECTORS:

Royal Alworth, Jr.
Vice President,
Oneida Realty Company

Robert Edgell
Executive Vice President,
Davidson Publishing Company

C. E. Fuller, Jr.
General Partner,
Thomson & McKinnon

Marshall Reinig
President,
Davidson Publishing Company

Homer Collins
Investments

Herschel Fryberger
Partner,
Fryberger & Fryberger

Nat Polinsky
President,
Minnesota Woolen Mills

J. G. Sellwood
Chairman of the Board
Northern City National Bank

OJIBWAY PRESS, INC.

one east first street
duluth 2, minnesota

The family IDEA magazine
August 1961 • 35¢

Better Homes and Gardens

- Mrs. Kennedy's choice for the White House—ELEGANT ANTIQUES CIRCA 1800-25
- What it's really like to move to CALIFORNIA
- BONUS! 88 outdoor projects you can build

NOW 9 EDITIONS AND OVER 5,250,000 COPIES EVERY MONTH

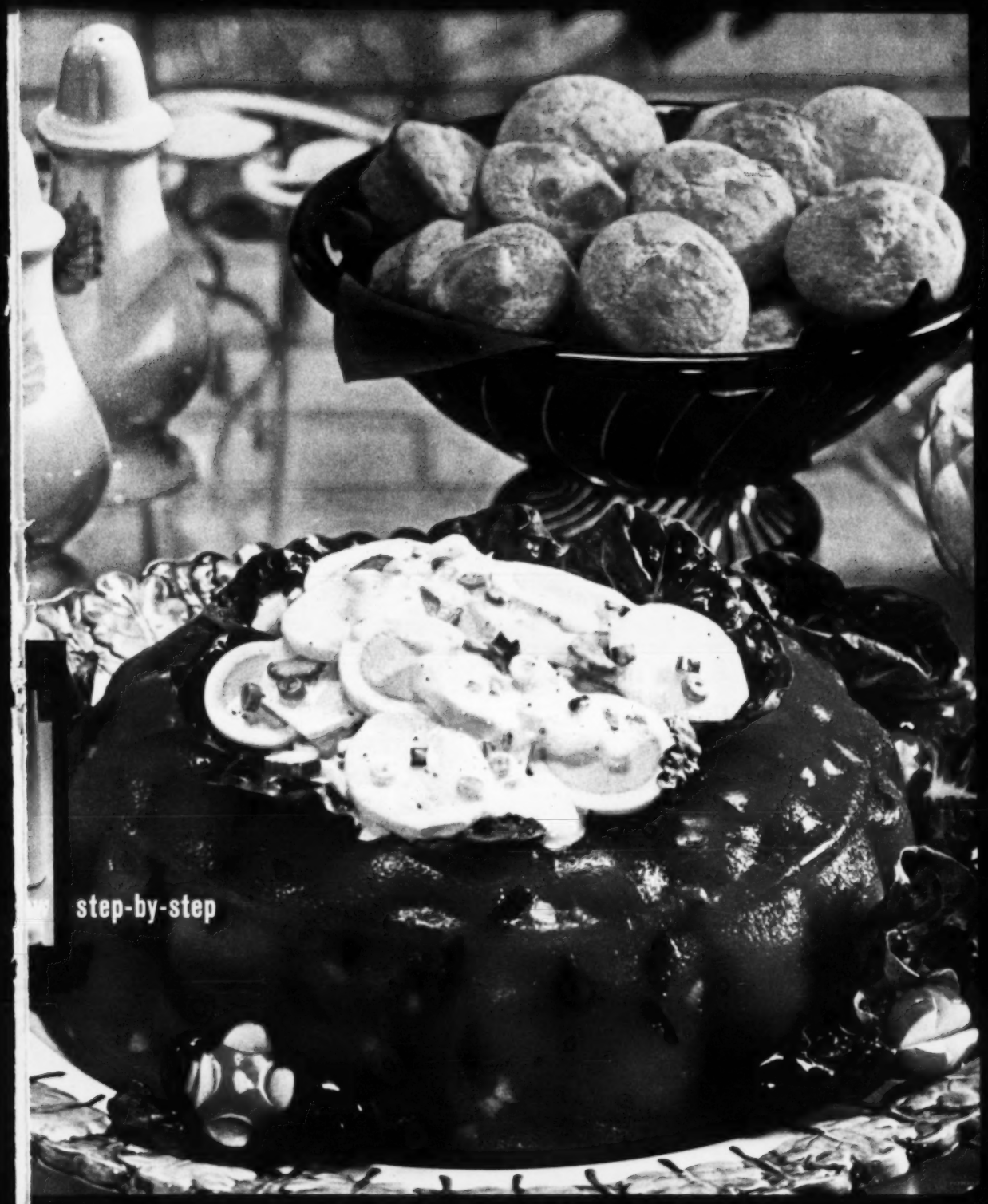
THE FAMILY IDEA MAGAZINE

They spring at you from every page of Better Homes and Gardens. Ideas! Just glance through a copy. You'll find ideas about food, furnishings, building, gardening, travel and *purposeful puttering* – all compellingly presented to interest you, your wife, *anyone* who is wrapped up in family living.

Nearly 15 million men and women—*like that*—turn to the pages of BH&G month after month. Actually, during the year, a *third of America* —the family-centered, top-spending third—looks to Better Homes and Gardens for ideas about what to do and what to buy for a happier family life, at home or away from home.

And all this makes BH&G a very, very profitable place for advertisers to display what they want to sell. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.*

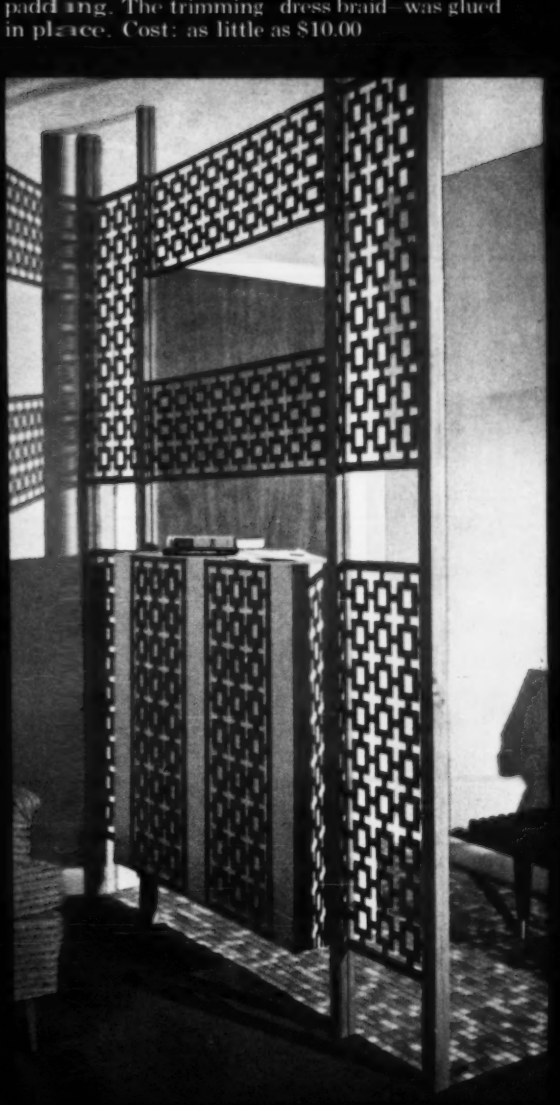
Where America shops for **IDEAS** *that make* **SALES**



IDEAS IN ACTION

Fabric-covered chest

The front and sides of this old chest were covered with upholstery padding (5-yard package is about $2.50), then fabric was stapled over the padding. The trimming—dress braid—was glued in place. Cost: as little as $10.00



Here's a way to make a graceful entry

This tiled entry, separated from the living room by a graceful screen, offers a gracious welcome to any guest. A simple divider was made of two by twos, slotted to support inexpensive ready-made wood screens. An unfinished bookcase was incorporated in the divider.

Colorful ceramic tile makes a practical floor and is easy to keep clean in wet weather. The tile further defines the entry area. $49.25

Magazine Boosts Payne

John E. Payne has been appointed publication manager of *Western Electronic News*, Los Angeles. Mr. Payne was formerly national sales manager.

DUHAMEL STATIONS

deliver more

OF THE LAND OF INFINITE VARIETY

and the FASTEST GROWING CITY in the North Central Region

Art Club Elects Major

Donald Major, of Major & Keesey Studios, has been elected president of the Baltimore Art Directors Club. Other new officers elected include Donald Culbertson, Foremost Graphic Services, 1st vp; J. Stanley Paulis, VanSant, Dugdale & Co., 2nd vp; Andrew R. Nohe, Barton-Cotton Inc., treasurer; Frank M. Volpitta, A. W. L. Advertising Agency, assistant treasurer; Jane S. Edmonds, James W. Rouse & Co., assistant secretary, and Carol H. Little, secretary.

Petersen Boosts Belvedere

Petersen Publishing Co. has appointed Cliff Belvedere advertising manager of *'Teen*, Los Angeles. Mr. Belvedere, formerly regional sales manager for all Petersen publications in New York City and the New England states, succeeds Ron Sweeney, who has joined Gordon E. Cole Co. as a principal and partner.

Announcing

NEW DISCOUNT RATE SCHEDULES

EFFECTIVE OCTOBER 1st, 1961

In an effort to provide General Advertisers with the most flexible discount plan, The Akron Beacon Journal announces a new 3-WAY rate schedule. Effective October 1, 1961, General Advertisers may choose one of three contract plans that will

Earn up to 24% Discount

PLAN # 1...Bulk Contract Discounts
PLAN # 2...Continuity-Impact Discounts
PLAN # 3...Full Page Contract Discounts

In order to qualify for the rate of your choice a contract must be signed. All contracts cover a period of 12 months from starting date. In the event a contract is not in our possession at the start of schedule, advertising will be billed at the open daily and Sunday rates. No contracts will be back dated. When contracts are to cover more than one product being advertised by an individual company or corporation, a master contract must be signed by the parent company or an advertising agency authorized to sign such contracts.

In order to put our discount schedules into effect, it is necssary for us to exercise our 60-day cancellation clause on all existing flat rate ROP contracts. Since separate schedules of discounts for Rotogravure and Sunday Color Comics are already in effect, there is no change in either of the rate schedules for these sections.

For additional information covering our new 3-WAY rate schedules, please contact the Beacon Journal General Advertising Department or one of the Story, Brooks & Finley offices.

AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"

JOHN S. KNIGHT, Publisher Represented by Story, Brooks & Finley

Storeless Shopping, Shift to National Retail Ads Among Trends Seen by Weiss

NEW YORK, July 21—E. B. Weiss, the prophet of things-to-come in merchandising and retailing, has bundled up several score of his predictions—plus about 500 merchandising ideas, "accumulated through painstaking research and study"—and published them in book form under the title "Merchandising for Tomorrow" (McGraw-Hill, $7.50).

E. B. Weiss

Mr. Weiss, vp and director of special merchandising services of Doyle Dane Bernbach and a columnist for ADVERTISING AGE, thinks it wisest to restrict his crystal ball operations to five years ahead.

"Five years ahead would be sensible, because the trends that will or should to some degree shape current merchandising decisions can be blueprinted with some accuracy for five years ahead," he writes.

Some of the things he sees coming up:

- "New forms of retailing will include low-cost warehouses—no retail store at all. The shopper will phone in her order, the order will be delivered, and she will be given credit."
- "We are coming into an era in which no more than 50 giant retail organizations will account for one-half of this nation's total retail volume in most major merchandise categories, excluding automobiles."

This giantism "will result in national retail organizations that are, in fact, national advertisers, because their newspaper advertising will reach more of this nation's total population than can be said for 90% of national advertisers. These giant retailers will be using national media—network tv, network radio, magazines. Thus giant retailing will create national retail users of national media."

- "Brand marketing more and more will become international rather than merely national. We will be hearing more about international brands, perhaps a bit less about national brands."
- "... There is reason to believe that [co-operative advertising] will be curtailed or eliminated by more and more food processors, producers of drugs and cosmetics, appliance makers, and other manufacturers."
- "Electronic merchandising—automatic reorder systems—this is the great near-term 'control' trend in merchandising. Its rate of growth by 1965 will be fantastic."
- "The vending machine will be in a period of explosive growth by 1965... It will be found in new locations—even in the basements of large apartment houses."
- According to Mr. Weiss, the greatest need of modern merchandising is for creative advertising, and he predicts, "We will see more and more examples of creative merchandising by 1965, rather than 'me-too' merchandising, because the economics of dreary deals will ultimately compel new merchandising thinking. The era of merchandising by giveaway must—and will—peak out and start a decline by 1965."

In the idea half of his book, Mr. Weiss offers suggestions on selling, promotion and advertising. All of them are said to have been tested by successful manufacturers.

The idea section is printed in the customary black on white. The first half, called "Blueprint of Merchandising Strategy," is printed on (what else?) blue paper. Blue may be the color of depression, melancholia and despondency, but none of these moods fits Mr. Weiss. You get the idea, here, that he's champing at the bit; he can scarcely wait to get working in tomorrow's world of merchandising. And by that time, he'll be happily blueprinting what 1970 and 1990 will bring. ≠

Biddle Adds Two Accounts

Biddle Co., Chicago, has been named to handle advertising for Mutschler Bros. Co., Chicago, manufacturer of furniture components. Last year the company spent approximately $250,000 for advertising. Juhl Advertising Agency, Elkhart, Ind., formerly handled the account. Biddle also has been named to handle advertising for Automatic Tape Control Inc., Bloomington, Ill., manufacturer of recording and playback units for tape used by the broadcasting industry. The account will be serviced from Biddle's Bloomington home office.

Danforth/White to Simonds

Danforth/White, Portland, Me., manufacturer of marine products and weather instruments, has appointed Simonds, Payson Co., Portland and Boston, to handle its advertising. The company said recent establishment of headquarters in Portland made it impractical for the previous agency, Conley, Baltzer & Steward, San Francisco, to handle the account. Danforth/White was formed by the merger of Danforth Anchors, Portland, and Wilfrid O. White & Sons, as a subsidiary of Eastern Co., Naugatuck, Conn.

Jell-O Names Three

General Foods Corp., White Plains, N.Y., has made three changes in the Jell-O marketing organization. George M. Perry, formerly general manager of the distribution-sales service division, has been named division national sales manager. Fred A. Baxter, formerly product manager for Minute Rice, becomes product group manager for all Minute brand products. Edward S. Caso, moved from assistant product manager to product manager for D-Zerta, pectins and laundry aids.

Cleveland Sales Club Elects

David C. Peebles, Cleveland branch manager of Burroughs Corp., Detroit, has been elected president of the Sales Executives' Club, Cleveland. Other new officers are Russell A. Lawson, vp of marketing, Monarch Aluminum Mfg. Co., vp-membership; Raymond W. Wyman, industrial sales manager, Cleveland Electric Illuminating Co., vp-programs; and H. Arthur Zimmerman, vp-sales, Steel Improvement & Forge Co., secretary-treasurer.

Smith/Greenland Adds Cosmair

Cosmair Inc., New York, U.S. manufacturer of the hair preparations of L'Oreal of Paris, has appointed Smith/Greenland Co., New York, to handle its advertising. An expanded campaign is planned. The account was resigned by Shevlo Inc.

Phillips & Cherbo Adds One

Phillips & Cherbo, Chicago, has been named to handle advertising for Firstamerica Development Corp., Hollywood, Fla., a land development company. The company's 1961 ad budget is being divided among magazines, newspapers and direct mail. Bishopric/Green/Fielden, Miami, formerly handled the account.

Is this the way to treat a man of vision?

We like to think of ourselves as men of vision, but there's an optometrist who disagrees.

Recently, we rejected his bid for a Business Week subscription. It's our policy, we explained, to solicit subscriptions *only* from management men.

Why? said he. If we can read his charts, why can't he read ours?

The reason is this. Business Week is edited only for those executives who really *need* sharp, clear images of the business scene. We just don't feel that optometrists (or others outside the focus of management) can really profit from its contents.

As they say in the ads, Business Week's audience is richer and more concentrated. That's why so many advertisers (of both business and consumer persuasion) use it regularly.

We hope our optometrist friends understand. We may have to change our glasses soon. In our business we have to be acurate.

You advertise in Business Week when you want to influence management men.

BUSINESS WEEK, A McGraw-Hill Magazine

BETTER FARMING METHODS

Welcomes

DOANE'S

To: Mr. Forest L. Goetsch
Editor and Publisher

Welcome to the class farm magazine field! As farms become *fewer, larger, richer,* top farmers need a kind of farm magazine which matches the pace of the changing farm market.

More than a year ago we moved Better Farming Methods' editorial content into this area of influence to serve 50,000 top income and influential agricultural leaders. Your decision supports our conviction.

In January, 1962, we will add another 25,000 top income farmers to our circulation, bringing the total to 75,000 adoption leaders.

We are glad your outstanding organization is joining us in providing leadership to the changing farm market.

Leslie A. Watt
President and Publisher

WATT PUBLISHING CO. MOUNT MORRIS, ILL.

BETTER FARMING METHODS

Watt Publishing Co. Mount Morris, Illinois

FALCON VS. FOREIGN CARS—*Ford Motor Co. has sent several hundred thousand foreign car owners a four-page broadside, "Charlie Brown's Falcon News" (We Accept No Advertising), combining serious and humorous pitches for the Falcon. Inside are four "testimonials" from ex-foreign car owners. J. Walter Thompson Co. is the Falcon agency.*

Charlie Brown's
FALCON NEWS
WE ACCEPT NO ADVERTISING
FALCON IS ECONOMY RUN CHAMP (NATURALLY)
SETS NEW RECORD WITH
TOPS ALL OTHER CARS IN MOBILGAS RUN
FALCON SALES ARE PHENOMENAL

H. G. Weber Names Haupt

George R. Haupt, formerly industrial advertising manager of Imperial-Eastman Corp., Manitowoc, Wis., has been named marketing manager of H. G. Weber & Co., Kiel, Wis., manufacturer of paper converting equipment, packaging machinery and food processing equipment.

Weidenschilling Resigns

Paul L. Weidenschilling has resigned as vp of F. D. Thompson Publications, Chicago. Mr. Weidenschilling has been with the company since 1950 as district manager in the Mid-Atlantic states of *Research/Development* and sales manager of *Industrial Science & Engineering.*

Swantek Joins Putman

Eugene J. Swantek has joined Putman Publishing Co. to represent *What's New in Plant-Engineering Equipment* in eastern Pennsylvania, New Jersey and the greater New York City area. Mr. Swantek was formerly in the advertising department of Ingersoll-Rand Co.

Eastern Steamship Names One

Mrs. Elinor Esser, formerly account executive of Agey Advertising, Miami, has been named public relations and advertising director of Eastern Steamship Corp., Miami.

Helmers Joins 'Purchasing'

Arthur W. Helmers, formerly sales representative of Scott Periodicals Corp., Tarrytown, N.Y., has been named advertising sales representative of *Purchasing*, New York.

ΠΡΩΤΟΣ*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klapp Co.

ΠΡΩΤΟΣ means First in Greek

Nationwide Insurance Bases Campaign on 90% Renewal Rate

COLUMBUS, O., July 18—Nationwide Insurance is launching a $350,000 campaign on auto insurance, utilizing radio, tv, magazines and outdoor. The theme, "Nine out of ten come back again for Nationwide car insurance," is based on a recent survey reporting that 90% of Nationwide's 2,250,000 policyholders renew their coverages with the company. The campaign will also feature, "What Happens to No. 10?"

Heavy radio spot advertising, conducted on 237 stations during prime driving time, carrying 20 to 30 spots weekly in each market, and augmented in 17 areas with tv spots, will feature 60-second jingles based on the "nine out of ten" theme. Network tv participation is scheduled on CBS's Allan Jackson news program.

Outdoor advertising on 1,111 posters in 63 markets is planned for August. Page ads in *Coronet, Life, Reader's Digest,* and *Sports Illustrated* are included in the campaign.

■ Special merchandising packages, window streamers, bumper strips, direct mail, promotional discs and book matches are among the techniques that will be employed to permit agents to participate in the campaign.

Ben Sackheim Inc., New York, handles the account. #

Meltzer Adds One

Richard N. Meltzer Advertising, San Francisco, has been named to handle advertising for Automatic Bowling Inc., Oakland, Cal., manufacturer of automatic bowling equipment. Meltzer has named Jack de Celle, formerly copy chief of Kenyon & Eckhardt, San Francisco, a copywriter.

Venard, Rintoul Adds Three

Venard, Rintoul & McConnell has been named national representative for WHIY, Orlando, Fla., and for WITN and WRRF, Washington, D. C., formerly handled by Bolling Co. James S. Ayers Co. handles WITN and WRRF in the South.

Ashcroft Joins Mandabach

Lawrence H. Ashcroft, formerly account executive of Aves, Shaw & Ring Advertising, Chicago, has been named account executive of Mandabach & Simms Advertising, Chicago.

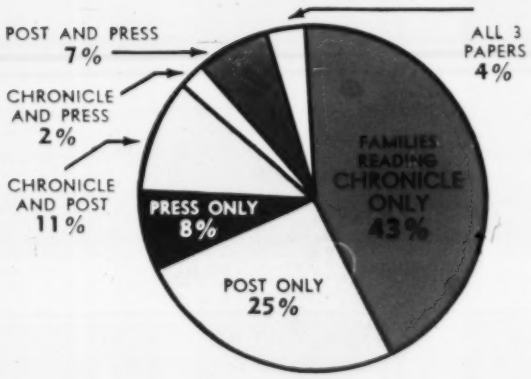
THE HOUSTON CHRONICLE

EXCLUSIVE
EXCLUSIVE
EXCLUSIVE

Recent Market Survey by Belden Associates Reveals . . .

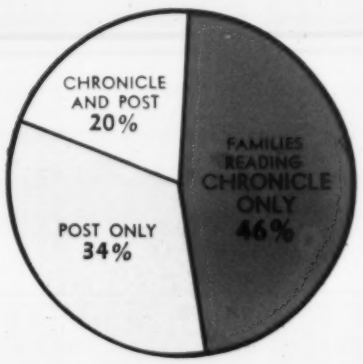
The Chronicle Has More EXCLUSIVE Houston Readers Than Both Other Houston Newspapers Combined!

NEWSPAPER READERSHIP– *TOTAL HOUSTON CITY ZONE*



DAILY

A similar market study made in 1956 by Alfred Politz Research showed a 38% exclusive share for The Chronicle. Belden reveals that this Daily exclusive audience had jumped to 43% in 1961!



SUNDAY

On Sunday a comparison of the two studies shows that while the Post's exclusive share of the newspaper readers dropped . . . The Chronicle's share remained virtually the same as in 1956.

Source: Belden Associates, 1961

For a complete presentation of facts from this authoritative new look at the Houston market, see your "Branham Man."

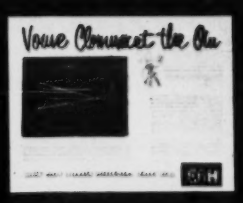
THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper
The Branham Company — National Representatives

The Chronicle is a Must Buy because:

Member The TEXAS GROUP

In Houston, The Chronicle Reaches More People



In Houston, The Chronicle Carries More Advertising

In Houston, The Chronicle Sells More Merchandise

1 year, 23 days later

One day last Summer, CHILTON bought a publication for you. Selfishly, we acquired a sterling asset, the longtime leader in the most basic and biggest of your markets... FOOD ENGINEERING. Simultaneously, we took unto ourselves a unique problem... *how do you make a great publication greater?* No, the answer, itself, isn't obscure. All it takes is money, talent and time... a willingness to invest generous quantities of same...and the specialized intelligence and facilities for such publishing accomplishment. Such is the challenging opportunity we have pursued with diligence this past year and 23 days. *And this is the heartening result...*

TODAY, FOOD ENGINEERING gives you this market's dominant medium with documented superiority by any critical measure . . . the single selling force for concentrating your advertising power . . . and at the propitious moment when the industry is spending at a $1 billion-a-year clip (up 9.6% over a year ago, and out-pacing all manufacturing industry spending by an even greater percentage).

TODAY, FOOD ENGINEERING gives your advertising the most effective exposure possible via any food industry publication . . . delivering an all-time circulation high that has passed 40,000 (June '61), and keeps right on growing.

TODAY, FOOD ENGINEERING has isolated your known management buyers, researched and identified 19,145 "Buying Units" in the U.S., Possessions and Canada (21,315 worldwide) . . . the Plants, Executive Headquarters, Research & Development Centers (independently located) where the buying is done.

TODAY, FOOD ENGINEERING has captured your largest gross audience, puts you in command of the market's greatest net buying capacity . . . all this at the field's most economical advertising rate—$17.70 per thousand management readers.

TODAY, FOOD ENGINEERING's "wantedness" is at new intensity . . . as indicated by constantly climbing readership scores (via Mills Shepard); by the widening spread of its leadership in accredited, all-food-industry magazine preference studies; and by its steady stepping-up of "pass-along" (now in excess of 3 additional readers per copy).

TODAY, FOOD ENGINEERING's substantial, continuing investment in editorial competence and coverage has made the strongest staff of food "professionals" still stronger . . . and resulted in a superlative publishing product of unrivalled newsworthiness, of extraordinary completeness and sensitive comprehension of management's critical needs.

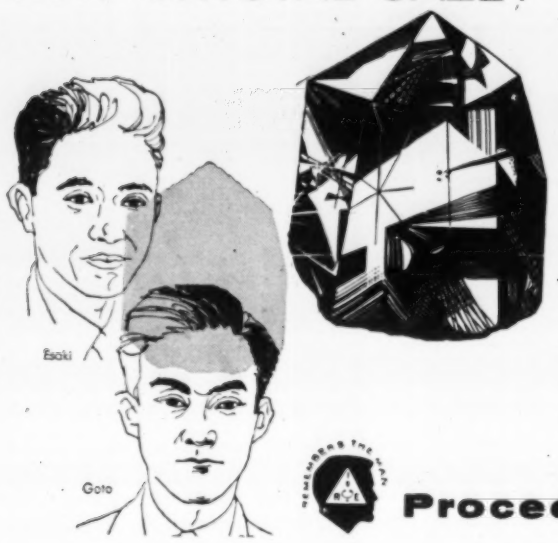
TODAY, FOOD ENGINEERING is rapidly becoming more and more indispensable to more and more of your most important customer-prospects . . . a mounting majority of whom are unreached by any other food industry medium (16% to 25% maximum duplication).

TODAY, FOOD ENGINEERING's forthright re-investment of a healthy share of your advertising dollars into superior marketing services makes it your best-informed, most reliable source for counsel in your sales and advertising strategy both at home and abroad, via Chilton's Marketing Assistance Program.

TODAY, FOOD ENGINEERING has earned every ribbon of media leadership excepting (quite candidly) only one . . . leadership in total advertising pages. That, sir, is up to you.

FOOD
ENGINEERING
FOR BETTER MANAGEMENT
IN MANUFACTURING
A CHILTON PUBLICATION, CHESTNUT & 56TH STS., PHILADELPHIA 39, PA.

WHY CRYSTAL GAZE?



Some people look into crystals to tell the future, but one man looked into a crystal and *built* the future. His contribution: the use of crystals in radio.

Today the further use of crystals is revolutionising concepts in radio, hi-fi, and television, and the electric circuits being used in airplanes, computers, missiles. The scientists who study them are called solid-state physicists, and they include hundreds of members of the Institute of Radio Engineers, working in many lands, pooling their skill and knowledge for the betterment of man.

IRE is proud to honor two Japanese scientists for their outstanding contributions. To Leo Esaki, consultant at IBM Research Lab., Poughkeepsie, goes the 1961 *Morris N. Liebmann Award* for important contributions to the theory and technology of solid state devices; to Eiichi Goto, of Tokyo University, the *Browder J. Thompson Award* for a brilliant technical paper on "The Parametron, a Digital Computing Element."

The researches and findings of scientists like Mr. Esaki and Mr. Goto are published each month in *Proceedings of the IRE*, so that they become a part of our national pool of knowledge. Every electronics firm that advertises in *Proceedings* becomes a partner in this great enterprise.

Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36. MUrray Hill 2-6606

KOIN-TV's eye-appeal for its audience means "buy-appeal" for your product. It's the colorful station with the widest audience in Portland, and 3 surrounding Oregon and Washington counties. Northwest people prefer KOIN-TV's smooth programming blend . . . top news, top-rated shows, top sports features. Brighten *your* profit picture with KOIN-TV's proven "buy-appeal." Check the latest Nielsen for some statistical finishing touches.*

KOIN TV PERSUADES PEOPLE IN PORTLAND!

* Highest ratings and widest coverage . . . 7 of every 10 homes in Portland and 33 surrounding counties.

KOIN-TV—Channel 6, Portland, Oregon.
One of America's great influence stations.
Now Represented Nationally by
Harrington, Righter & Parsons, Inc.

Getting Personal

Roger F. Moran, who left Kenyon & Eckhardt and the ad business four years ago to start life anew in the Virgin Islands, is due back in Chicago the week of July 24 to tell his former Michigan Ave. compatriots about "the good life" in the islands . . .

Bridal notes: Joan Gilday, daughter of **J. Frank Gilday,** administrative vp of McCann-Erickson's Communications Affiliates, was married July 8 to William Mulderig, Fordham law student . . . In a McCall merger, **Marylou Luther,** editor of McCall Corp.'s *Sportswear Merchandiser*, was married recently to **Arthur J. Imparato,** publisher of the same magazine, as well as five other McCall books ("everything but *Redbook* and *McCall's*") . . . On July 8 Katharine de Wolfe Daly and **Raymond Stone,** promotion art director of *This Week Magazine*, tied the knot . . .

George and **Jane Wallace** left July 14 for three weeks in Europe. As ad and sales promotion director of Celanese Fibers Co., Mrs. Wallace will be covering fall fashion collections in Florence and Paris. As merchandising director of *Reader's Digest*, Mr. Wallace will be visiting some of the publication's European offices . . .

The new mayor of Clarksburg, W. Va., is **Roger Garrett,** general manager of WBOY Radio-TV . . .

APPRECIATIVE—*At the Chicago Heart Assn.'s annual thank-you luncheon Donald Erickson (left), general chairman of the 1961 Heart Fund drive, presented an award for "meritorious service to the fight against heart disease" to Dan Welch, vp of Needham, Louis & Brorby, who served as publicity committee chairman.*

Sherman G. Kanter, on the ad staff of Travelers Insurance Co., Hartford, and Janice Carol Moscov have announced their engagement. They plan a December wedding . . .

There was a charming addition to the **Kenneth Glaser** household with the arrival May 16 of Wendy Allen, their second child, first daughter. Father is president of Kenneth A. Glaser, New York ad agency . . .

Robert Brisacher, vp of Cunningham & Walsh, San Francisco, has been named to the board of directors of the San Mateo County Heart Assn. . . . **Bob Watts,** president of Duffy, McClure & Wilder agency, will serve as chairman of Cleveland's Health Drive next year. He'll step into the campaign shoes of another ad exec—**Ted Morris,** board chairman of Meldrum & Fewsmith . . . Newly elected president of the 23-member Cincinnati West Point Society is **Robert B. Maehr,** treasurer of Perry-Brown agency and a 1953 grad of the military academy . . .

Philip Klein, founder of the Philip Klein Advertising Agency, has been named Philadelphia commissioner of public property . . . **Raymond Welpott,** vp of NBC and general manager of WRCV stations in Philadelphia, has been elected to the board of the new Philadelphia Chamber Orchestra Society . . .

Two uninjured survivors of the jet airliner crash in Denver July 11 were **Lyle DeMoss,** vp of Allen & Reynolds, Omaha, and his wife, who were en route to the West Coast. At the airport were the agency's president, **Milton Reynolds,** and his wife, who were vacationing in Denver and saw the crash from the airport tower. They were interviewed by newscasters as eye witnesses—unaware until hours later that the DeMosses, who were expected the following day, were aboard the jet . . .

John Paley, an account exec in the Beverly Hills office of Lennen & Newell, is currently contributing a column of trivia to the *Canyon Crier*, Hollywood neighborhood newspaper . . .

Proud Papa Dept.—**Don Nathanson,** president of North Advertising, Chicago, presented an award to James W. Green Jr., 14-year-old son of **James Green Sr.,** North vp, for his entry in the agency's annual family art competition. Jim's piece was a modernistic wood carving of an animal . . .

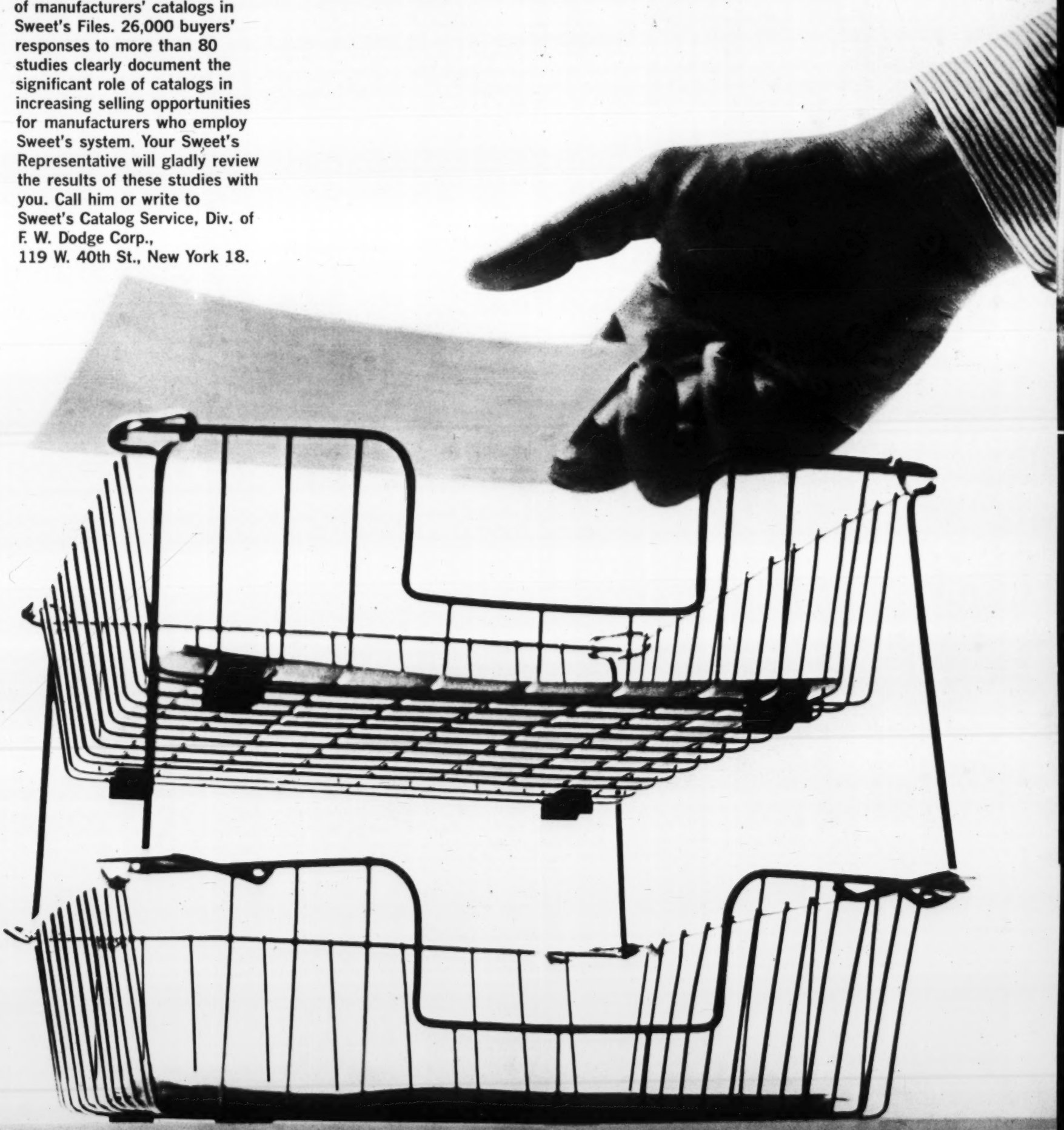
Jack Pitluk, president of his own San Antonio agency, was one of six directors elected at the Texas-Mexico Holiday Council meeting recently. The group is composed of some 150 travel promotors in southern Texas and northern Mexico . . . And a former Texan, **Merle H. Tucker,** owner of Radio Station KGAK in Gallup, N.M., was elected president of Kiwanis International at the annual convention in Toronto . . .

Patricia Mellion, on the staff of Ted Bates & Co., New York, and **Leon Allen Jr.,** associate editor of *Electrical World*, wed recently . . .

At Radio Station **WHK,** Cleveland, smoke was heavy the day two new fathers passed around cigars—**Charlie Masella,** business manager, became a father for the fourth time with the birth of Juli Anne, and **Joe Zingale,** account exec, a third time father with the birth of an 8 lb., 5 oz. daughter, Rozanne . . .

REQUISITIONED

Requisitioned . . . recommended . . . approved . . . specified . . . called local office. These are buying actions which typically result from buyers' use of manufacturers' catalogs in Sweet's Files. 26,000 buyers' responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's Representative will gladly review the results of these studies with you. Call him or write to Sweet's Catalog Service, Div. of F. W. Dodge Corp., 119 W. 40th St., New York 18.



Put your Emphasis on

MEMPHIS

...and do a DOUBLE-DUTY selling job!

Memphis newspapers do more than just sell the 620,100 residents of the Memphis Metro Area. Memphis newspapers dominate a TOTAL MARKET of 76 counties where 2,533,000 people live and earn $3,088,268,000 annually.

Any way you look at it, mister, that is a market of tremendous purchasing power!

To help you appreciate the sales potential of this important market, we'll be glad to forward complete market data.

Buy MEMPHIS!

Buy MEMPHIS NEWSPAPERS!

THE COMMERCIAL APPEAL • MEMPHIS PRESS-SCIMITAR

MEMPHIS, TENN., SCRIPPS-HOWARD NEWSPAPERS

Three-Year Drive Boosts Throwaway Beer Bottles to 11% Share of Market

$15,000,000 Expenditure Doubles Figure; End of Campaign Seen in 1962

NEW YORK, July 18—The non-returnable bottle seems to have become a non-disposable part of the beer business, thanks to about $15,000,000 worth of shrewd advertising.

That's the amount the Glass Container Manufacturers Institute will have invested, by the end of 1962, toward the cost of advertising the "handy beer bottle," introduced in 1958.

The bottle represents a $48,000,000 volume to glass manufacturers. This volume, the institute figures now, represented a good return on a three-year advertising investment. Under the terms of a cooperative ad venture, launched in October, 1959, the institute undertook to pay roughly two-thirds of the cost of all advertising featuring the new bottle.

While the co-op plan has now been extended to cover 1962, indications are that next year will be the last time around the co-op track. When the program to push the sale of non-returnable bottles was first devised, the institute made it clear the co-op money would be cut as soon as the bottle became firmly entrenched. A three-year time limit was set.

■ Before the advertising program started, no-deposit bottles "were going along at a steady 5.5% clip of the over-all packaged beer market." This volume has now doubled to 11%, according to R. L. Cheney, executive director and marketing manager of the institute.

Quoting figures released by can container sources, Mr. Cheney said that in 1961's first quarter, the one-way bottle was up 3.4% in volume to 10.3% of the packaged beer market. Cans declined 1.1%, to 36.1% of the total, while returnable bottles fell 2.3%, to 53.6% of the market.

It all started, for the institute, in 1957. That's when it began studying the growth of the can container. In a consumer survey the institute found that while 36% of home drinkers preferred a no-deposit beer bottle, only 7% were buying that type. "We were only realizing about 25% of the expressed preference," said Mr. Cheney.

Then the glass group got the Institute for Motivational Research to work on finding out how glass makers could dent the can business. The result was a recommendation for a new handy disposable bottle, distinct from the familiar, returnable, deposit bottle. This new bottle, it was said, should have a new shape.

■ When the new shape emerged, the glass institute considered a national advertising campaign to promote it. This idea was dropped however, in favor of a cooperative plan.

"We decided advertising should follow the bottle," said Mr. Cheney.

Six months after the program started, 28 brewers joined. This year the number is 65. Among the biggest users are Pabst-Blatz; Lucky Lager and Burgermeister (West Coast); Lone Star and Pearl (Texas); National (East Coast) and Theo. Hamm.

The new bottle got into national distribution by the fall of 1959. In 1957 and 1958, however, several brewers already were out with the new bottle. Pittsburgh Brewing, for instance, called it the "little brown jug." Buckeye Brewing, in Toledo, called it the Bucky bottle. National called it the Handi-space saver. In New York, only Schaefer used the new shape. On the national scene, the sole abstainers among the big boys at that time were Anheuser-Busch and Miller.

■ Advertising allowances on the new bottle varied, but they went as high as 75% in some selling periods. In 1961, the allowance period runs from January through August. In earlier years no allowances were made for Christmas advertising, for example, because the institute "wanted the money spent as far as possible during high consumption months." Historically, package beer sales break down like this: 30% in the second and 30% in the third quarters, and 20% apiece in the first and fourth.

In 1962—during which 12 months will be figured as the allowable period—brewers will get an ad allowance of 60¢ per gross in the first quarter. This will tail off to 50¢ in the second quarter, 40¢ in the third and 30¢ in the fourth. This plan is intended to "bring the expenditure out at about the same level over the year."

■ At the current rate, the institute will have paid $15,000,000 toward brewers' ad costs by the end of next year. In addition, it has been investing over $300,000 annually in a separate drive in *Life*. This calls for 21 color pages, appearing between February and December. Similar ads also run in the labor press.

Kenyon & Eckhardt is the agency.

Mr. Cheney declined to forecast whether the co-op plan would continue beyond 1962. But industry sources were inclined to the view that it would be cut.

Some 17 glass makers have been involved in the beer skirmish phase of the glass-versus-metal war. They include Anchor Hocking, Ball Bros., Hazel-Atlas (a division of Continental Can), and Owens-Illinois. #

New handy bottles, no deposit no return
Compact convenient economical! These new glass bottles are real money savers, too! Bottle caps protect the sanitary pouring lip; lift off easily. And glass never alters fresh-brewed flavor.

ONE WAY—*Glass Container Manufacturers Institute will use this color page in Life Sept. 1 in its campaign for the no-return beer bottle.*

Theater Offers Trade Stamps

Phillips Theater, Springfield, Mass., motion picture house, is distributing Top Value trading stamps at the box office and concession stand. Each adult receives 10 stamps when purchasing a ticket, regardless of admission price, and one stamp is given for each 10¢ spent at the concession stand.

Vector Appoints Thompson

Vector Mfg. Co., manufacturer of telemetry systems and components, has appointed T. K. Thompson Associates, King of Prussia, Pa., to handle advertising for its new commercial and industrial division.

Precker to Loewy/Snaith

Joseph A. Precker, formerly director of marketing research of J. Walter Thompson Co., Detroit, has joined Raymond Loewy/William Snaith, New York, as marketing research director.

Bub Moves to Korn

Bub Products Co., Jenkintown, Pa., has appointed J. M. Korn & Son, Philadelphia, to handle advertising for its Bub bubble soap. Strassler-Johnson Co., Philadelphia, is the former agency.

Allure Shoe Names Zakin

Allure Shoe Corp., Miami shoe manufacturer, has named Zakin Co. to handle its advertising. The previous agency was Hume, Smith & Mickelberry Advertising.

French Launches Summer Promotions, New Package

R. T. French Co., Rochester, N.Y., has announced two summer promotions featuring discounts on instant potatoes and a circus offer for mustard purchasers. A discount of 3¢ off the regular price of 7 oz. packages of instant mashed potatoes is being offered through the middle of August. Consumers are offered a 28x42" color reproduction of a turn-of-the-century circus poster, available for 50¢ plus a label from a jar of French's mustard; a set of three prints, suitable for framing, may be obtained for $1 plus a label. The circus promotion is being advertised on eight CBS-TV daytime network shows.

Tear-off pads for the print-poster offer, circus display materials, and new materials boosting French's instant potatoes au gratin, are included in the point of purchase promotion. J. Walter Thompson Co., New York, handles the mustard and potato products accounts for French. Along with its summer promotion, French is introducing a new 18-serving package, containing three six-serving envelopes, for instant mashed potatoes.

United Printers Plans Purchase of WSTV, WPIT

United Printers & Publishers, Dedham, Mass., greeting card company, has asked stockholder approval for the acquisition of two television and radio companies. One is WSTV Inc., owner and operator of WSTV and WSTV-TV, Steubenville, O.; KODE and KODE-TV, Joplin, Mo.; WBOY and WBOY-TV, Clarksburg, W. Va.; and WRGP-TV, Chattanooga, Tenn. The other is WPIT Inc., owner and operator of WPIT and WPIT-FM, Pittsburgh; WSOL, Tampa; and WRDW-TV, Augusta, Ga.

Andrews Adds Safway Steel

Safway Steel Products Co., Milwaukee, has appointed Andrews Agency, Milwaukee, to handle advertising for its steel scaffolding, shoring, bleacher seats and playground equipment. Cramer-Krasselt Co., Milwaukee, formerly handled the account.

Major Pool Names Woltjen

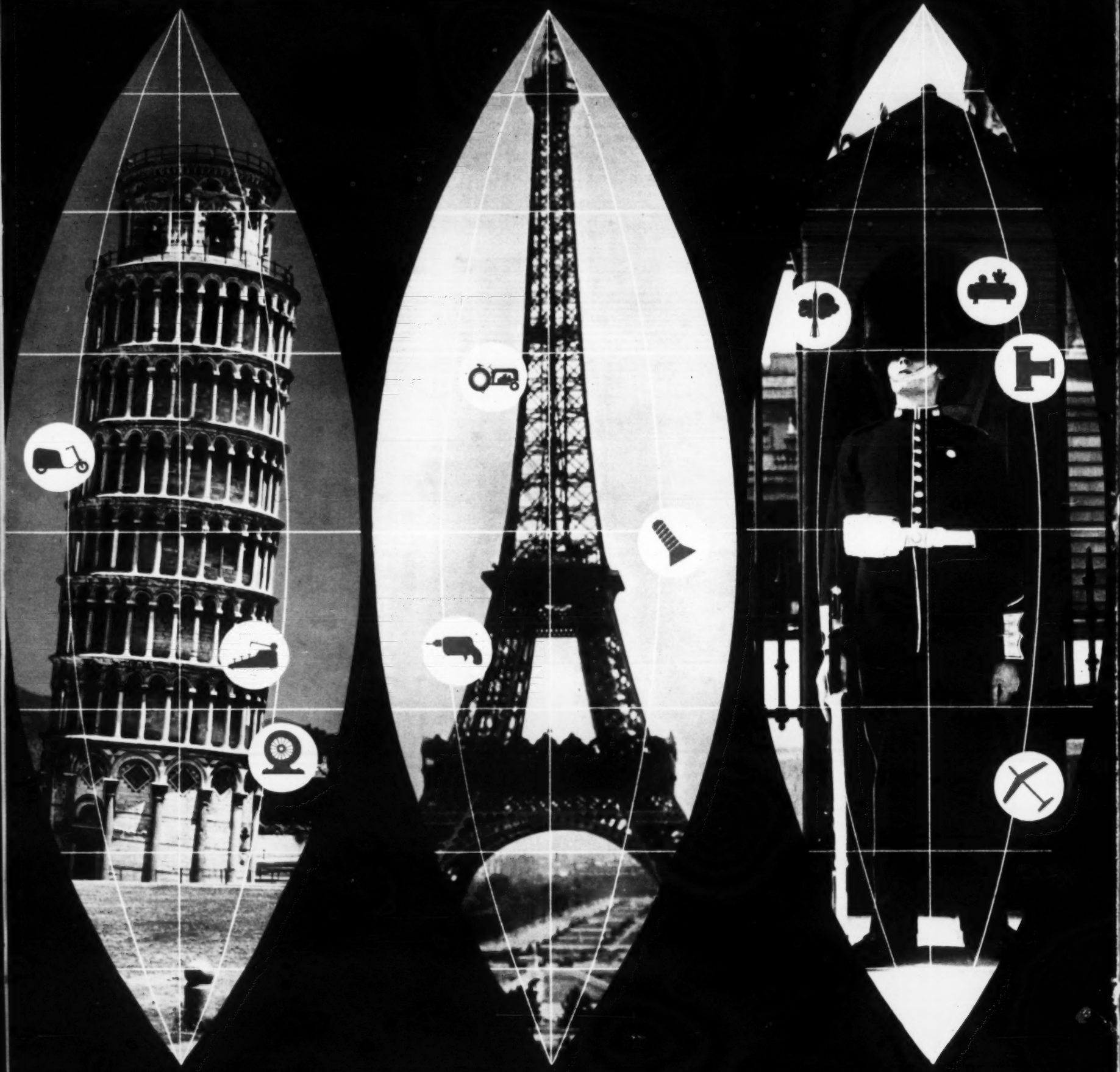
Harry C. Woltjen, formerly advertising and sales promotion director of Cascade Pool Corp., Edison, N.J., manufacturer of Buster Crabbe pools, has been appointed advertising and sales promotion director of Major Pool Equipment Co., Kearny, N.J.

G. Bruce West Adds One

G. Bruce West Advertising Agency, Bethesda, Md., has been named to handle advertising and public relations for Frederick Research Corp., Wheaton, Md., electronic and engineering researcher.

"I have always found first impressions most revealing. One receives from your Idlewild the impression of vitality, of change and exuberance and the willingness to dare. Perhaps that is your charm. No matter what you experience, you seem a forever young and innocent land."

New York is welcome to the New World...hurrah for the new idea. More than 15,000,000 travelers will use its airports, docks and terminals this year. More than in any other city in the world. A market of constant change and growth, with this one constant for advertisers: The New York Times. It sells New Yorkers with the most advertising... serves them with the most news. New York is The New York Times.

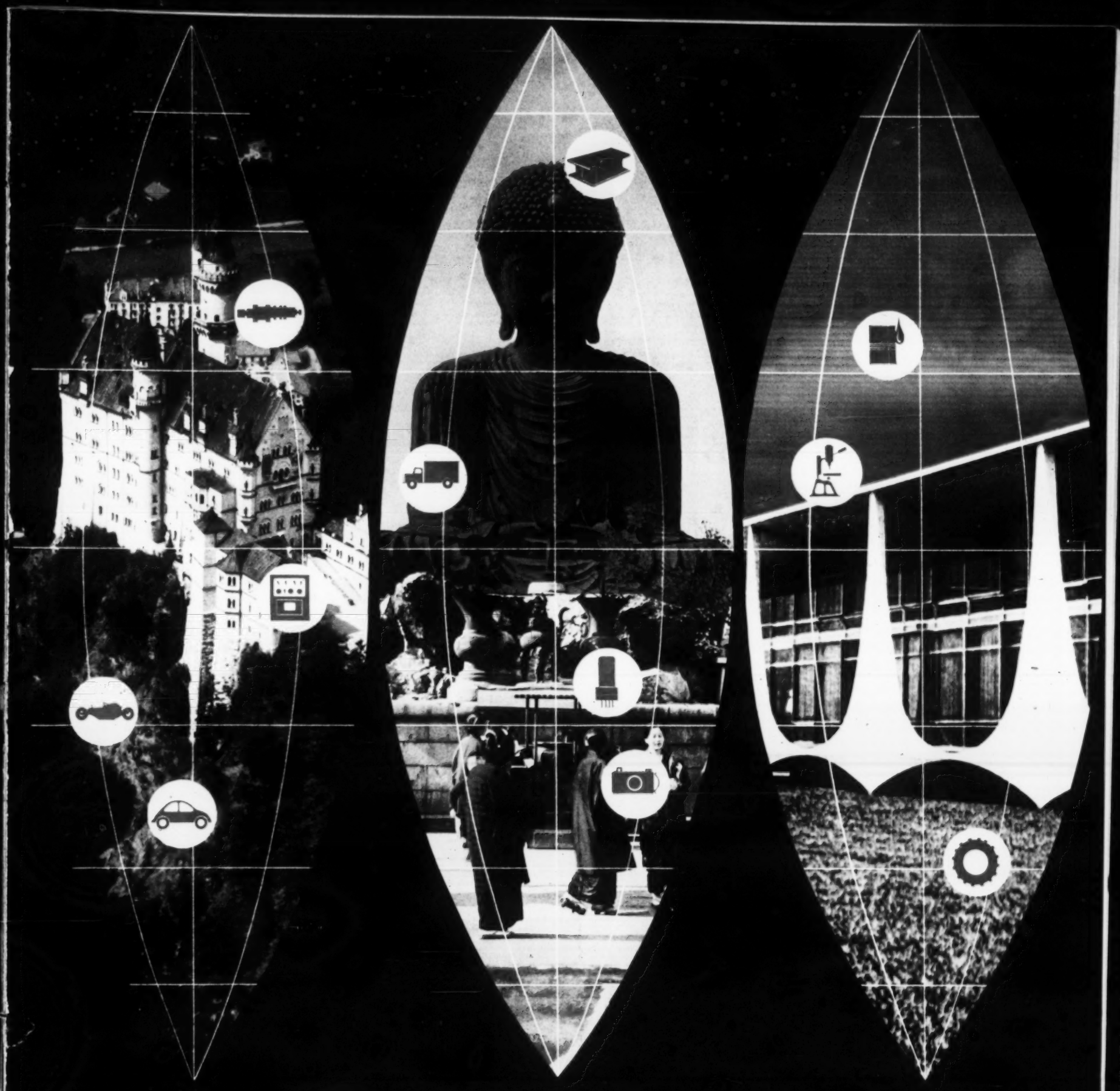


STEEL INTER

Starting January 1962 STEEL INTERNATIONAL will be published monthly . . distributed to leading metalworking companies in Western Europe, Japan, Australia, India, Africa, Central and South America. Same ed to-

Format of the new publication will be similar to STEEL but will accent news and technical information of specific interest to overseas metalworking managers in administration, production, purchasing and engineering. Selective controlled distribution

Over the years Penton has spent millions of dollars on keeping an up-to-date, comprehensive census of U.S. metalworking plants. Now this same precise yardstick will be used by STEEL to assure coverage of the right



people in the most worthwhile overseas plants. Buy what you need: nothing more, nothing less! For the first time you can buy advertising in a metalworking publication exclusively designed to meet your overseas marketing requirements. You can plan your strategy and sales support efforts with utmost flexibility . . . economy . . . simplicity. Available are three advertising rate cards including (1) STEEL INTERNATIONAL Edition, (2) STEEL Domestic and Canadian Edition, and (3) Combination of STEEL and STEEL INTERNATIONAL. Your STEEL Representative can give you detailed information. If your product belongs in overseas metalworking, your advertising belongs in STEEL INTERNATIONAL.

A NEW CAHNERS PUBLICATION

Alan Henry Joins KWK

Alan Henry, formerly with WCKR, Miami, has joined KWK, St. Louis, as general manager.

Intelligence Service

Wouldn't you like to have in a week's time, or sooner, the answers to certain questions which concern you most about your firm or your competitors?

You will be surprised how effectively such information can be ethically obtained for you on a confidential and exclusive basis, anywhere, any time.

Intelligence Division

WORLD WIDE INFORMATION SERVICES, INC.
660 First Avenue, New York 16
Phone—ORegon 9-7240

'Racing with the Bank Roll' . . .

Vaughn Monroe Renews Unique Pact as 'Voice of RCA' in Seventh Year

NEW YORK, July 18—Last month Vaughn Monroe renewed a unique contract in show business—one that completes his seventh full year as the "Voice of RCA." The contract, renewable every six months, is for a flat salary (the amount is undisclosed; industry sources say it is more than $100,000). For its investment, the Radio Corp. of America gets an unusual combination of singer, television salesman and good will builder.

The job goes back to 1954, when Mr. Monroe was well established as a pop singer and band leader. The RCA agency in those days, Kenyon & Eckhardt, engaged the singer to deliver tv and radio commercials. The powerful baritone voice had already carved a sizable niche in show business—critics were likely to refer to him as Old Mellow Bellow, or the Baritone with Muscles on His Tonsils.

■ It was then K&E merchandising doctrine that personalities meant sales; they had observed the success of Arthur Godfrey and Betty Furness, and they had had a large hand in transforming Smiling Ed Sullivan ("That man," critic John Crosby once wrote, "how he brightens a room—when he leaves it.") into the darling of the American Lincoln-Mercury dealers.

Vaughn Monroe made the transition easily, partially because he wasn't conscious of having lost any caste in the process. When people asked, "Why do commercials?," he said he'd been doing them for years; that when his band had been on "Camel Caravan" for eight years he frequently handled the radio commercial, and for the last year of the eight—when the "Caravan" was a tv show—he'd done the selling message on television.

■ As a matter of fact, RCA didn't exactly tap Monroe with a magic wand. He won the RCA job in competition with four established emcees. In other words, he was ready to mix entertainment with selling, something he's been doing with conspicuous success for seven years. The offer coincided with the death of the big bands in the entertainment world, which may have been a factor, although Vaughn says today that in the 13 years he led his own band he had "done everything he wanted to do with a band." He started the band in 1940, the year he began recording for RCA-Victor; he broke up the band in 1953. Last year he picked up the baton to handle two NBC shows as guest conductor.

■ What RCA gets for its $100,000 (or whatever the accurate figure is) is a minimum of 60 promotions a year. About a third of these involve charity groups—"RCA sends me as a courtesy to help spark various drives." RCA gets no formal mention, although it may catch a stray plug or two during a radio, tv or newspaper interview while Mr. Monroe is goodwilling.

Recently he starred in a 15-minute skit for a preliminary dinner before the United Fund drive executives in Cherry Hill, N.J. Earlier he was a part of the Harrisburg, Pa., centennial, and last fall he was in Shreveport taking part in the local "Mardi Gras" festivities. In 1955 he sang "The Star Spangled Banner" at the National Assn. of Broadcasters' convention, and he was the official greeter at the RCA hospitality suite at the 1956 Democratic and G.O.P. conventions.

■ He has done a show from the window of a new Allied Stores store in Wilkes-Barre, Pa., and he emceed a two-day designers' fashion show in Union Square in San Francisco for the past two summers. The fashion show, incidentally, is picked up by an NBC mobile color unit, aired on KRON-TV and sponsored by an RCA distributor, A. H. Meyer Co. and the RCA Dealers of Northern California.

In between times, he is on hand for RCA sales meetings and conventions, he tours company plants (most recently the opening of a new electronics unit at Van Nuys, Cal.), he introduces new lines to distributors and jobbers (he recently made a color film for that purpose).

Also, his schedule calls for him to "cover" about three boat shows a year for the marine division of RCA. This is not much of a hardship: his hobby is sailing, and he spends as much of his spare time as he can sailing in Cape Cod waters, the best sailing near his Newton, Mass., home. Even here, there's a slight commercial—Monroe appears gratis in a testimonial used in advertising by Ray Greene & Co., a fiberglas boat builder in Toledo; Monroe and his family—he has two daughters—appear in a Greene New Horizons, a 26' sloop.

■ He is also on tap as a salesman for color, of which RCA is the major advocate among television set makers. He starred in tv's first color series about four years ago for RCA, a 15-minute show aired three times a week. He delivers lectures on color before service groups, women's clubs and various civic organizations.

Add appearances at new housing projects and home shows, and you get an idea of what RCA is getting in its 60 promotions.

But that isn't all: This year he made about a dozen tv commercials, which are repeated at random at RCA's discretion. He hasn't made any radio spots lately, but when RCA was using NBC Radio's "Monitor" show heavily, he estimated he recorded almost 150 commercials a year—and he poses for magazine and newspaper advertising.

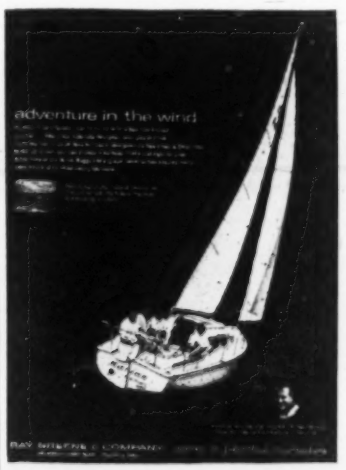
He survived the shift of the account from K&E to J. Walter Thompson Co., and he has done commercials for Grey Advertising Agency and Al Paul Lefton Co., which handle the record and tube divisions, respectively.

■ RCA's big advertising push this year has been on NBC's "Bonanza," on which it will continue as a participating sponsor through the summer. When Chevrolet moves in as full sponsor next fall, the versatile Mr. Monroe will convert from commercials to drama—and play a dramatic role in the show itself. The one-shot "Bonanza" appearance is scheduled to be shot shortly. Television acting is only an extension of an old Monroe medium—friends frequently tell him they've seen tv reruns of a couple of westerns in which he starred—"Singing Guns" and "Toughest Man in Arizona."

■ Because of his close association with RCA, other tv assignments are rare, although he continues to sing in night clubs and hotels. In June he was booked into the Shoreham in Washington for two weeks; this month he's in Hot Springs; in September, Las Vegas. He expects to go to Australia for tv shows and night club engagements, and he's toured Germany, France and England in recent years.

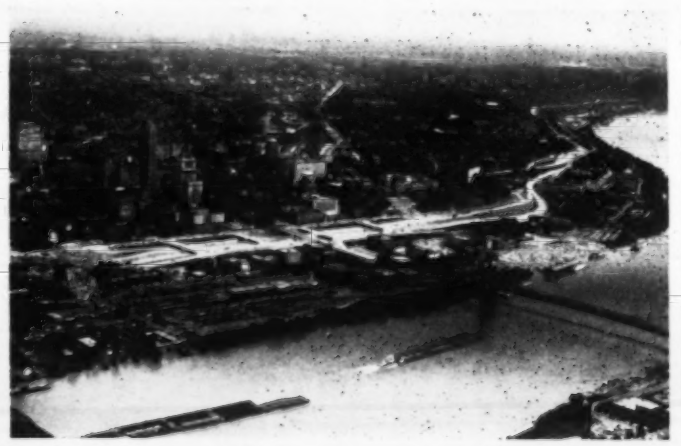
Interestingly enough, his deal with RCA isn't an "exclusive." He apparently can work for other advertisers if he wishes to, although he's been so prominently identified with RCA (and so busy) that he hasn't. He turned down a few offers—a health benefit company, and a company in the automotive business because, as he put it, "We try to stay away from those not comparable to RCA" in size and stature. #

VERSATILE—*Among Vaughn Monroe's varied assignments for RCA are many entertainment appearances, including this one before a Rotary convention in Ponca City, Okla.*



TESTIMONIAL—*Vaughn Monroe and his boat-loving family appeared in this testimonial ad for Ray Greene & Co. after he purchased a 26' sloop from that company.*

CINCINNATI Ever New, Ever Old . . .
EXPRESSWAYS MEET THE RIVER BARGE



This city is conservative . . . to a point. No bonanzas. But no panics. Remarkably wealthy. Ships by barge. People ride in air conditioned buses. Also buy expressways. Cars. Beans. Gasoline. Investments. Newspapers. Mostly Post Times-Star, the daily with more circulation in every income group; more advertising, too. Sell this city of industry, home ownership, big savings, ability and willingness to buy. And choose the paper with the most of everything!

7 out of 10 Cincinnatians read the Cincinnati POST Times-Star

★

Total circulation . . . 275,101 . . . ABC 3/31/61

★

Largest Cincinnati Daily

★

Greatest Coverage of Highest Income Groups, as of *all* Groups.

★

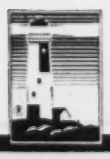
43% Read No Other Daily

★

One of the nation's lowest Milline rates

★

The Newspaper that Spends the Evening with almost 1,000,000 Readers.



ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart-of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

Private Motor Entrance . . . uncongested, traffic-free.

2000 Modern Rooms and Suites!

All outside with private bath

FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore
42nd St. at Lexington Ave., New York 17, N. Y. MU 6-6000

What magic helped pull Cannon stocking sales up 44%?

"During the 4 months starting with October, 1960, when we began our new advertising campaign exclusively in Reader's Digest, our sales went up 44% over the previous year," reports Mr. Peter Sarfaty, vice president in charge of Cannon Mills' hosiery division.

And Cannon sales have continued to break records ever since. Mr. Sarfaty says these are among the main reasons:

1. "Digest believability has a flow-over to our advertising and impresses our *wholesalers* and *retailers*.
2. "Through the Digest we reach and convince the largest possible audience of *women*."

Cannon also received more consumer mail from Digest readers than from any previous campaign in any publication. Many letters were from areas where Cannon wished to increase distribution.

In Mr. Sarfaty's words, "We have never had this kind of advertising response before. The Digest is a big reason for our new growth."

One reason Cannon stocking advertising . . . and *your* advertising . . . can work so well in the Digest is this: each dollar invested in the Digest buys *double the chances-to-sell*. The average advertising page in the Digest is looked at 60 million times—twice as often* as in other leading magazines. The Digest can...

double your chances-to-sell

*Source: Alfred Politz Media Studies

People have faith in

Reader's Digest

Two-Thirds of Chicago's Biggest eaters are cut off

If you're a food advertiser, take note. You're *now missing* from 66.6% to 80.8%*—two-thirds or more—of the *adults* in Chicago's largest families when you use *just one* Chicago daily newspaper. And the big families are the big eaters.

Surprising? Particularly when you consider that more than 7 of 10 of these Chicagoans read a newspaper daily—and use it to help plan their shopping.

The lesson to be learned is obvious. It takes *two or more* newspapers to sell Chicago—and the top two for the money are the Sun-Times and Daily News.

The new Sun-Times and Daily News rate structure, with new combination discounts, gives you Chicago's most efficient advertising buy. From 48 to 241 more readers per dollar, from 10 to 93 more "large family" readers per dollar than any other 2-paper combination.

*"Chicago NOW," a report based on the first Chicago market study ever conducted in consultation with the Advertising Research Foundation, supplies some revealing figures—and important new ideas—about *today's* Chicago market. If you don't already have a copy, contact your Sun-Times or Daily News representative today. He'll also have *specific information* on how recent Chicago rate changes have affected the figures in "Chicago NOW."

*Based on 1000 line B/W ad

...from your advertising when you use any single daily newspaper

TOP TWO FOR THE MONEY

CHICAGO SUN-TIMES

CHICAGO DAILY NEWS

CHICAGO SUN-TIMES
CHICAGO DAILY NEWS

CHICAGO: 401 N. Wabash Avenue, WHitehall 3-3000
NEW YORK: Time and Life Bldg., Room 1708, CIrcle 6-1919
DETROIT: Buhl Bldg., Room 1026, WOodward 3-0930
MIAMI BEACH: Hal Winter Co.
ATLANTA, LOS ANGELES, SAN FRANCISCO } Sawyer-Ferguson-Walker Co.

Copyright 1961, Field Enterprises, Inc.

BIG & BOLD—*Revere Copper & Brass Inc. will run this b&w spread October through December in five magazines, one insertion each, as an "invitation to year 'round giving" of its Designers' Group utensils.*

MacDonald Stamp Co. Names Buckley, Brennan to Posts

E. James Buckley has been named director of advertising and sales promotion of E. F. MacDonald Stamp Co., Dayton. He formerly was assistant advertising and sales promotion manager of Top Value Enterprises.

Andrew P. Brennan also has joined MacDonald as vp in charge of merchandising and general operations. He formerly was vp in charge of operations and personnel at Top Value.

Latzke Retires from Armour

Esther N. Latzke, director of the consumer service department of Armour & Co., Chicago, since 1934, has announced her retirement, effective July 29. Miss Latzke was responsible for the "Marie Gifford" signature used on Armour labels, advertisements and recipes. Joseph H. Moore, formerly of the marketing research division, replaces Miss Latzke, and Rita Holmberg, formerly assistant to Miss Latzke, has been named senior home economist. The Marie Gifford name will continue to be used by Armour home economists in written work and public appearances.

Fellows Joins Lithographer

Len Fellows, formerly associate creative director of McCann-Erickson's SCI division, has joined Einson-Freeman Co., Long Island City, lithographer and display manufacturer, as director of planning.

North Promotes Sanders

James R. Sanders, formerly account director of North Advertising, Chicago, has been promoted to vp and account supervisor for Toni products.

WIP Names Gordon

Robert B. Gordon, formerly comptroller of Gresh & Kramer Advertising Agency, Philadelphia, has been appointed business manager of WIP, Philadelphia.

Revere Aims Drive at Four Markets

ROME, N. Y., July 18—Revere Copper & Brass Inc. will run four ads—each quite different from the other—this fall to promote its Revere Ware and Designers' Group cooking utensils as gifts.

A color page, titled "The Revere Bride's Almanac," will run in the mid-autumn issue of *Modern Bride* and the winter issue of *Bride's Magazine*. The ad will picture the various utensils in the two lines and tell their special cooking uses. Helpful cooking hints and a recipe will be tucked in between the selling points.

The three other ads will run from October through December in *American Home*, *Better Homes & Gardens*, *Good Housekeeping*, *Living for Young Homemakers*, and *Parents' Magazine*. One ad will be a modernistic b&w spread with brief copy and a large photo of four utensils in the Designers' Group. The headline: "Invitation to year 'round giving . . . "

■ A color page picturing six groups of utensils in a gift-package design will be built around the theme, "Give her diamonds or Revere Ware." A color two-thirds page will show the utensils hanging on a flower stand with the headline: "Give the gift of good cooking."

Adams & Keyes, New York, is the agency. #

Media Research Club Elects

Myra Fox, research director of *Family Weekly*, has been elected president of Chicago Media Research Club. Ira Bix, research director of *Farm Journal*, was elected treasurer.

WSAI Appoints Bishop

Thomas R. Bishop, formerly general manager of KAJI, Little Rock, has been appointed general sales manager of WSAI, Cincinnati.

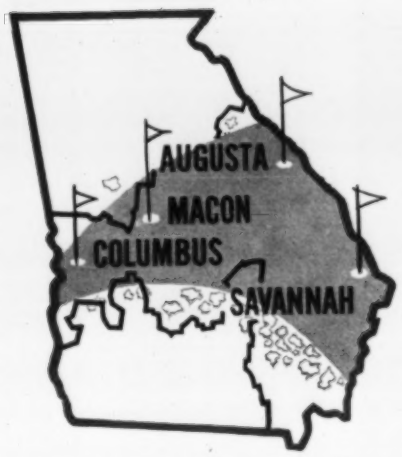
DO YOU NEED THIS PROVEN SALES STRATEGIST?

His twenty-four-year record shows accomplishments of special interest to:

- **An industrial or consumer services organization that wants an executive with practical marketing know-how.**
- **A manufacturer who needs new and effective approaches to his sales problems.**

He has produced outstanding results for leading companies as a sound sales planner, skillful manager and coordinator. Still in his early forties, he has a unique background which encompasses both line and staff management responsibilities. Currently employed. Replies held in strict confidence and acknowledged.

Box 830, Advertising Age
630 Third Ave., New York 17, N. Y.



Play this $2 billion fairway with the Georgia Group

Win Georgia's great $2 billion market with the bigger, more powerful Georgia Group . . . the Augusta, Columbus, Macon and Savannah newspapers. Now 84 counties big, the Georgia Group market has a total population of 1.7 million . . . half the state of growing Georgia! This winning foursome is a package buy. It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* **COLUMBUS** *Ledger and Enquirer* **MACON** *Telegraph and News* **SAVANNAH** *News and Press*
Represented nationally by **THE BRANHAM COMPANY**

Quaker Seeks to Buy Burry

Quaker Oats Co., Chicago, is negotiating to buy Burry Biscuit Corp., Elizabeth, N.J. Quaker, which produces cereals, cereal products and chemicals, had sales last year of $321,824,899 and earnings of $13,523,133. Burry, which makes cookies, crackers and wafers, had sales last year of $22,525,874 and profits of $736,276.

Barnett Joins Goldman

Allan Barnett has joined Robert B. Goldman Inc., Providence, R.I., agency, as a vp. Mr. Barnett formerly was director of research and account supervisor of Ingalls Associates, Boston.

Flotron Leaves Ludgin

Marge Flotron has resigned as time buyer and media coordinator of Earle Ludgin & Co., Chicago. She has not announced her plans, and her successor has not been named by Ludgin.

Sponsor Has Clear Responsibility in TV Programming: Hall

RADNOR, PA., July 21—Joyce Hall, president of Hallmark Cards, sponsor of "Hallmark Hall of Fame," is convinced that advertisers have a responsibility for the kinds of programs that get on tv.

Mr. Hall's thoughts on the sponsor's responsibility to help improve television are aired in the current *TV Guide*. The greeting card executive, who said his business had tripled in the ten years he has been backing serious tv drama, termed "Good tv . . . good business." He continued:

"I'd rather hold the attention of 8,000,000 people than bore 28,000,000. A sponsor can't expect commercials to do a job for him if the rest of his program offends the intelligence or good taste of the audience, but a lot of advertisers overlook that principle of merchandising. Fellows have told them they never look at the junk they sponsor. For the life of me I can't understand such lack of pride in anything identified with a company."

Mr. Hall indicated that such an attitude is particularly incongruous since all advertisers stressed quality claims in their commercials.

■ Mr. Hall said he considers tv's potential influence for improving society unlimited. "Everyone who uses the public's air has an obligation to improve tv," he told *TV Guide*. "Sponsors who put on claptrap are shirking their duty . . .

"The trouble is too many sponsors underrate the audience's intelligence and appreciation of culture when it's done well. They forget that a rising level of education has brought a corresponding improvement in public taste . . .

"I'll never sponsor a western, a private eye or a situation comedy glamorizing idiots. I can't get a kick out of copying what 40 other fellows have done. I want to be able to look people in the eye without cringing the day after a show," Mr. Hall concluded. #

Clissold Publishing Names Reps; Appoints Two

J. Sidney Crane & Associates, Atlanta, has been appointed advertising sales representatives for *Drive-In Restaurant Magazine*, Clissold Publishing Co., Chicago. Crane will represent the publication in Florida, Georgia, North Carolina, South Carolina, Mississippi, Alabama and Tennessee.

Clissold also has named Charles A. Barnes, formerly eastern manager in New York, advertising sales manager of *Baking Industry*. William McKnight, an advertising space representative in the New York office, has been appointed advertising sales manager of *Hospital Management*.

Bic Pen Extends Campaign

Waterman-Bic Pen Corp., Seymour, Conn., announced expansion of its current saturation tv campaign in the northeastern states into the Southeast. The company reports that with the expansion its campaign spots "blanket Maine to Florida." The company plans further expansion westward, with nationwide coverage expected within one year. Ted Bates & Co., New York, handles broadcast advertising for the company.

'Popular Mechanics' Names 2

Karl Keeler, formerly Southern California manager of *Popular Mechanics*, Chicago, has been promoted to midwestern advertising manager. William L. Snyder, formerly a sales representative in Chicago, New York and Los Angeles, replaces Mr. Keeler as Southern California manager.

The Flint Journal and its readers are good friends too!

This is the beginning of a life-long friendship. To cement it, there is nothing quite like hours spent together discussing the day's activities and planning for tomorrow.

The Flint Journal and its readers get to be good friends in the same way, giving and accepting devoted attention. Our newspaper fulfills its promise to be helpful, informative and thorough. When you select newspapers as your medium (and we think you should) include The Flint Journal. Your messages will be welcomed and read with confidence. Contact us direct or see our representatives.

people like advertising in newspapers

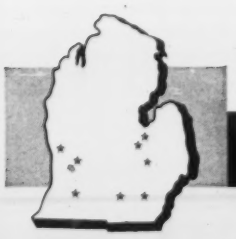
Population up 36% over 1950
Flint's Metropolitan Area population is now 374,313

Flint's GM Payroll up 18%
The GM payroll in Flint for 1960 amounted to $453,841,000

Buying Power up 17% in one year
Effective Buying Income is $842,992,000. Total Spendable Income for Retail Trading Zone is $1,078,850.000.

Flint Journal Circulation . . . 97,671
Delivered to 92.1% of the homes in this area

Sources: 1960 U. S. Census; 1960 SM Survey of Buying Power; Publisher Statement, March, 1961, subject to Audit.



Flint's only daily newspaper

THE FLINT JOURNAL

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

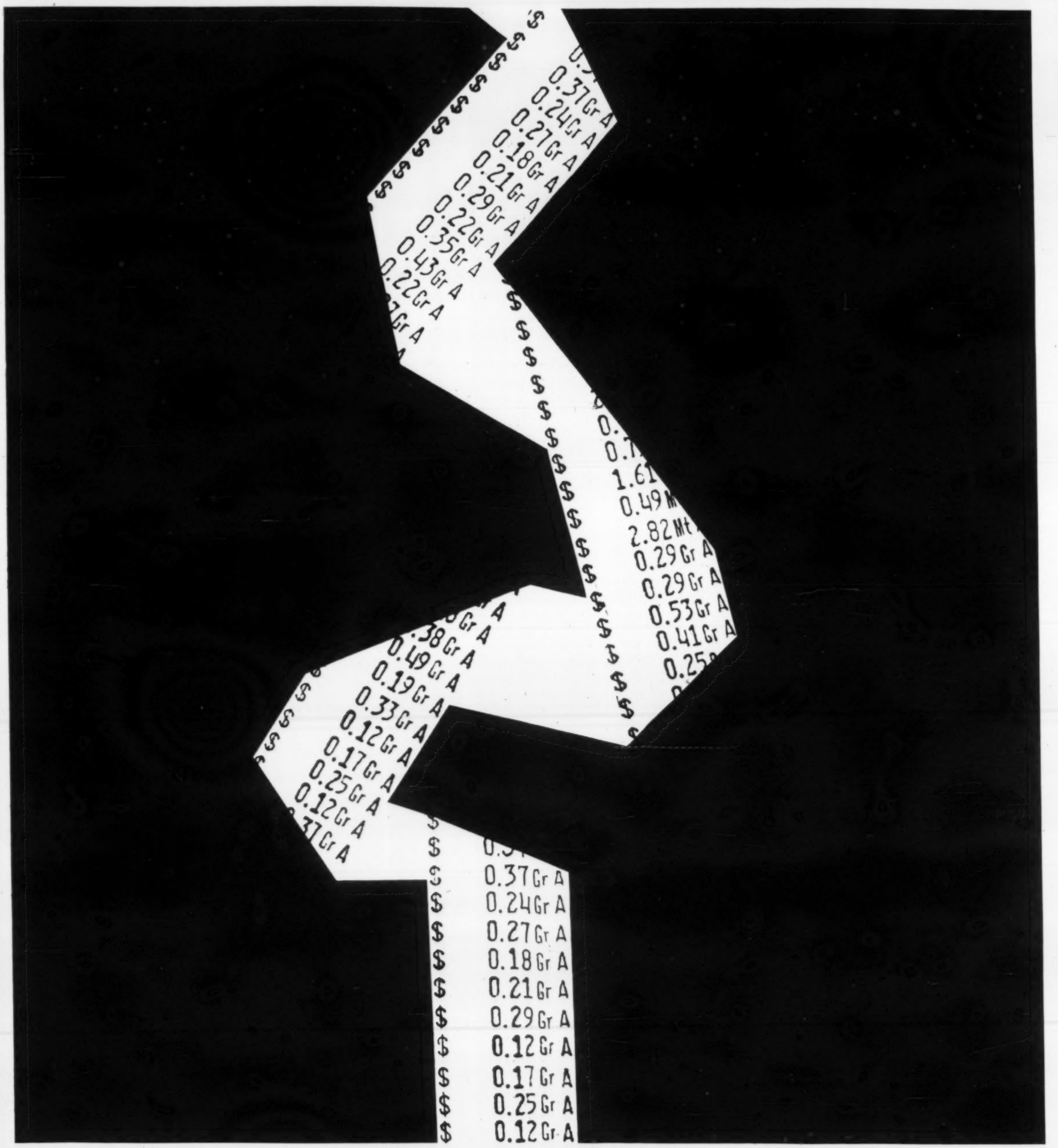
the "IN" magazine!

SEVENTEEN is "IN" with teen-age girls because it's devoted exclusively to the "ins" and "outs" of their world. Result? More than 5,000,000 readers are devoted to SEVENTEEN. They have complete confidence in everything in this magazine—including the ads. And how they buy—and influence purchases! To be *in* the Youth Market, put SEVENTEEN on your advertising "IN" list. *It's the ONE magazine that covers the $4.8 billion market of 9¼ million teen-age girls*...the women's monthly magazine with the highest advertising linage.

it's easier to **START** *a habit than to* **STOP** *one!*

SEVENTEEN MAGAZINE, 320 Park Ave., New York 22 · PL 9-8100

LEARN HOW **SEVENTEEN's** UNIQUE SISTER PUBLICATION, **SEVENTEEN-AT-SCHOOL,** CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS.



WHERE

people buy snacks, they buy TV GUIDE. Nearly 3 million copies are sold weekly in supermarkets and food stores . . . including every major chain. One reason why Nabisco announced new Celery Thins in TV GUIDE's March 4 issue.

7:30
7:45
8:06
8:23
8:35
8:50
9:00
9:15
9:28
9:45
10:00
10:21
10:40
11:23
11:35
11:45
12:00
12:2
12:4

WHEN

people read TV GUIDE (in the evening, in the TV-hours), they are likely to be in a snacking mood. An apt mood indeed for still another Nabisco announcement. This time the snack treat is new Cheese-Nips; as seen in the July 1 issue of TV GUIDE.

Best-selling weekly magazine in America ... circulation guarantee 7,250,000

'Absolutely Sheer Perfection' . . .

Fashion Unit Strives for Maximum Chic in Ads for Doyle Dane's Clients

Multifarious Models, Proper Props Are Among Group's Responsibilities

By Phyllis Johnson

NEW YORK, July 18—One of the busiest departments at Doyle Dane Bernbach Inc.—and one that has a finger in most DDB ads—is a department that doesn't exist in many agencies.

It's the fashion department, a bustling feminine stronghold that keeps eight women whirring around New York providing the props, models and clothing for DDB ads—as well as styling the ads, forecasting fashion trends, and consulting on campaigns and product design.

The department is in on many campaigns, both print and broadcast, from creation right through to actual production. It's a department of many parts; during a typically industrious day, here are some of the activities in which it might be involved:

• The department may be called upon to suggest design ideas for Lane cedar chests—or to consider whether a Chicopee diaper cover should be patterned with yellow teddy bears or a blue abstract design.

VALDEZ' VALET—*One department member keeps Juan Valdez, the Colombian coffee grower, outfitted with specially made mustaches and raggedy shirts custom-made by Hathaway—as well as his burro, huaraches and sombrero. And then she gets up at dawn to help photograph ads like this one.*

• One member may be copy consulting on a Chemstrand commercial while another is styling a Cole swimwear ad being photographed at a bonfire on a New Jersey beach.

• Another co-worker may be surrounded by color swatches, predicting color trends nine months hence—while down on the Bowery, a peripatetic prop girl is searching for a photogenic beer tap.

■ The department is well-entrenched at the agency, dating back about nine years. At first—as is still the case in a number of agencies—it was staffed only by a fashion director (Fran Kilpatrick, no longer with the agency). Today it has six "specialists" and two secretaries. It is presided over by Joan Glynn who left *Glamour* seven years ago to become the department's second member.

The department is specialized to the extent that one member, Mave Miller, is kept busy "more than fulltime" as agency prop woman. The agency used to rely on photographers for its props, but now finds that "creatively and financially" it is better to handle this within the agency.

Another specialist is Nancy O'Shaughnessy, who finds her days filled booking the models used in every DDB ad. Originally, each art director booked his own, but finally the number and diversity of models required made it preferable to set up a one-person clearing house.

■ Fashion models, penguins, character actors, donkeys, children, seals—she knows where to find them. A sample O'Shaughnessy assignment: Two penguins—plus two youngsters and a baby who looked like penguins. This was for a Nitey-Nite ad.

COOL—*The department's task for this Nitey-Nite ad was not only to provide two penguins, but also three children who looked like penguins.*

She was able to provide a properly penguinesque boy and girl, but no baby. "Babies just don't look like penguins," her research proved.

Mrs. Glynn and three associate fashion directors specialize on specific accounts. Besides supervising the general planning for the department, Mrs. Glynn concentrates on Chemstrand, Warner's "slimwear," Ronson lighters, Lane furniture and two new DDB accounts: International Silver and Hanes Hosiery. She's also part of the group that puts on the agency's new business presentations.

Gloria Cataldo, an associate fashion director, has as her special domain the fashion aspects of such accounts as Cole of California, Yardley, Clairol, Volkswagen, Schenley, American Airlines, and Ohrbach's.

NO EXCEPTION—*Usually the fashion department likes to be right there when an ad is being photographed. But when it came to photographing this Chemstrand ad in that male sanctuary, McSorley's Saloon, the establishment refused to lift its "no women allowed" ruling. So the stylist had to do her supervising from the sidewalk.*

Miss Cataldo isn't involved in the creative end of Ohrbach ads, since they are the work of President Bill Bernbach, but she puts in many diligent hours styling them: "These ads are so well known, they must be absolutely sheer perfection," Mrs. Glynn explained.

■ Another associate fashion director, Jane Andres, works on Chicopee Mills baby products, Nitey-Nite sleepwear, Hartman luggage, Wear Right gloves, Buxton leather products and the label promotion for the International Ladies Garment Workers Union. She also covers the leather market and provides all the fashion accessories required in the agency's ads.

SUDSY—*A Volkswagen may need no water, but the one in this ad required buckets of it—many applied personally by the agency's prop girl—before a suitably sudsy car-wash effect was achieved.*

The third associate, Dolores Doyle, concentrates almost exclusively on Chemstrand.

Semi-annually the staff puts out a fashion preview, covering the full range of fashion—color, silhouette, hair styling, accessories, etc. They work about nine months in advance so now are deep in predictions for the spring of 1962.

■ The most challenging assignments for the department usually are the props. A school of fish is easy enough to provide—but not so, when the fish must all be swimming the same way. This piscatorial problem turned up in connection with an effort to illustrate ABC's slogan, "Nothing is harder to stop than a trend."

A car wash for Volkswagen should be a simple assignment—but not so, when the art director wants a sudsy design swirled artistically across the car roof. This arty assignment was for the VW ad headlined: "The only water a Volkswagen needs is the water you wash it with."

One of the department's latest achievements was filling the order for "one space suit." The real thing costs a tidy $12,000; to rent a costume job costs $500. So prop girl Miller clipped a picture from *Life* and had the space suit "copied" in silver lame. Brown work boots were sprayed with silver paint, the helmet was borrowed from the government. And in the resulting Rainier beer ad it looked good enough to orbit. #

Hayes — Echols — White — Hunt — Morris — Yaw

FARM ADVICE—*The new farm council of Fuller & Smith & Ross, Chicago, gets together to study farm marketing problems of S. W. White Jr., president of Oliver Corp. Harold O. Hayes, F&S&R vp, is council chairman, and David H. Echols is vp and manager of the agency's Chicago office. Farm council advisors are W. H. M. Morris, Purdue University; Donnell R. Hunt, University of Illinois, and William H. Yaw, of Farm Clinic, West Lafayette, Ind.*

Broadcast Purchases Approved

Canada's Board of Broadcast Governers has approved sale of a Vancouver, B.C., radio station to Winnipeg interests and sale of a Winnipeg station to Vancouver buyers. CKLG, N. Vancouver, B.C., has been bought tentatively by Lloyd E. Moffatt, head of CKY, Winnipeg; and CJOB, CJOB-FM, Winnipeg, has been sold to Frank A. Griffiths, major shareholder of CKNW, New Westminster, Vancouver. The sales must still receive approval of the Canadian Cabinet, which usually follows BBC recommendations.

Hancock Appoints Three

Richard P. Waters Jr., 2nd vp of John Hancock Mutual Life Insurance Co., Boston, in addition to heading the company's 100th Anniversary Committee, will chair a new advertising and public relations council. W. Edward Boughton, formerly account group supervisor of J. Walter Thompson Co., Chicago, has been appointed general director of public relations, replacing Stanley T. Dingman, who has been appointed to the new post of director of internal communications, effective Aug. 1.

NCAAA Adds 4 Members

Four new member agencies have been added to the Northern California Assn. of Advertising Agencies, bringing total membership to 19 agencies. The new members are Theodore H. Segall Advertising Agency, San Francisco; Pettler Advertising, Orinda; Jean McCreary Advertising, Oakland; and McKay-Martin Advertising Agency, Berkeley.

N.Y. BBB Issues Booklet Outlining Retail Ad Standards

NEW YORK, July 19—Retail advertising standbys such as "Where a little less buys a little more," "The chance of a lifetime," "Best for less," and other competitive claims are completely improper, in the eyes of the Better Business Bureau of Metropolitan New York.

And retailers should not advertise a "sale on towels" when they mean "Sale on X brand seconds"; "At lowest possible prices" when they mean "At our lowest possible prices"; "The best buy in town" when they mean "One of the best buys in town"; or "Guaranteed" without stating what is guaranteed and for how long.

These were recommendations contained in a 12-page booklet, "Retail Advertising Copy Standards," issued today by the BBB as a service to advertisers and media. It has been distributed to some 3,800 local retail advertisers, according to Hugh R. Jackson, president.

The standards cover 18 major points of retail advertising including non-deceptive layouts and headlines; savings or price reduction claims, competitive references, clearances and sales, trade-in allowances, and so on.

■ Mr. Jackson noted, "the primary responsibility for truthful advertising rests, of course, with the individual advertiser," adding that the booklet "places in the hands of all retailers in this area the essential tools to assure basic honesty and fairness in their representations to the public."

Copies of the standards are available from the BBB, at 220 Church St. #

Kohn Opens Agency

Abner E. Kohn, formerly vp of Dunwoodie Associates, New York, has opened his own advertising and public relations agency, Abner E. Kohn Associates, 292 Madison Ave., New York. The agency will handle advertising and public relations for Taris Imports, New York.

FitzGerald-Toole Names One

Albert E. (Ned) Broomhead, formerly assistant art director of Davis Press, Worcester, Mass., has been appointed art director of FitzGerald-Toole & Co., Providence, R.I., advertising and public relations.

Schick Injector Bows in Britain

LONDON, July 18—Eversharp has entered its Schick Injector razors and blades in the British market. The product line was introduced in May when 2,000 London area executives received Schick Injector razors and blades, accompanied by a personal letter from the president of Eversharp, all in a package marked "personal."

A tv campaign was launched in the London area with a 60-second spot, shown during prime time, which was aimed at retailers. The spot showed the simulated arrival at London airport of an American "shaving expert," who told the Schick story in an interview.

The campaign includes heavy tv spot advertising and large ads in the London evening newspapers, spotlighting the theme, "The world's most carefree shaving system—so safe you could shave blindfold."

■ Also featured is the offer of a trial pack of five Schick Injector blades, marking the first time a five-blade pack has been available in Great Britain.

Armstrong-Warden Ltd., London, handles the Eversharp account. #

Chicago Women's Adclub Elects Roberta Miller President

The Women's Advertising Club of Chicago has elected Roberta Miller, assistant to the vp and director of advertising of John Plain & Co., president.

Roberta Miller

Other new officers are Sarah Lee Gerrish, midwestern editor of *Modern Packaging*, 1st vp; Gretchen Schoenfield, owner of Resumes, 2nd vp; Hillis Harris, midwestern sales representative of *What's New in Home Economics*, 3rd vp; Jane Salisbury, project manager of National Certified Interviews, recording secretary; Elaine Burstatte, staff writer of Portland Cement Co., corresponding secretary; and Ruth Barr, secretary and treasurer of Russell T. Gray, treasurer.

McNaughton-Laub Adds Riley, Wieder, Double-Cola

McNaughton-Laub, Los Angeles, has been named to handle advertising for the Beauty-Plus division of Wieder Distributors, Los Angeles. Advertisements in 65 national magazines and newspaper supplements are included in billings estimated at $200,000. Roberts & Reimers, New York, formerly handled the account.

Double-Cola Bottlers of Southern California has named McNaughton-Laub to handle radio and tv advertising. A campaign of radio and tv spots and point of purchase displays featuring an "Eight-Day Hawaiian Holiday" contest will be used. Stephen Riley Co., Los Angeles, has appointed McNaughton-Laub to direct their national advertising program. A drive for the company's Bozo Kid Kleaner is running on tv.

'DAC News' Names Two

DAC News, published by the Detroit Athletic Club, has named Robert N. Woodruff Jr., formerly with the sales promotion department of Reliance Electric Co., Cleveland, advertising manager. The publication also appointed Robert N. Woodruff Sr., Detroit manager for Metropolitan Sunday Newspapers Inc., publications consultant.

Arkwright Schedules 8-Page Ad in August 'Seventeen'

Arkwright Inc., New York, buying office, will run its second Fashion Mascots promotion in the August *Seventeen*. An eight-page ad will feature apparel from eight manufacturers, tied together with Fashion Mascots theme, symbolized by an animal trainer's stand. The promotion will be conducted in 68 of Arkwright's member stores with fashion shows, displays and special events.

Participating manufacturers are Abby Michael (sportswear), Young Timers (separates), Jill Junior (coats), Venice Knitting (sweaters), Herald (coordinates), P.R.L. Fashions (rainwear), Sue Brett (dresses), M. C. Schrank (pajamas), and Smart Time (robes). Garnet Advertising, New York, is the agency.

Katz Agency Names Four

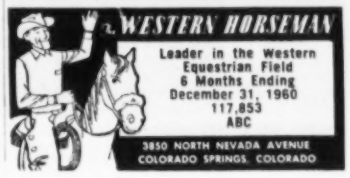
Desmond C. O'Neill, formerly a group media director of Kenyon & Eckhardt, has joined the New York tv sales staff of Katz Agency, media representative. Richard F. McGeary, previously with NBC Spot Sales, has been named to the Katz tv sales staff in Los Angeles. Katz also has promoted John Brennan from account executive to manager of its Minneapolis office, succeeding David Abbey, who has been transferred to the New York tv sales staff.

Four A's Roster Published

The American Assn. of Advertising Agencies has published its new roster and organization for 1961-'62. It includes 338 agencies with 608 offices in 112 U.S. cities. These account for about 75% of U.S. national ad billings, the Four A's estimated. Members may obtain a free copy of the book by writing to the association at 420 Lexington Ave., New York.

WNEL, Puerto Rico, Sold

WNEL, Caguas, P. R., has been purchased by Atlantic Broadcasting Corp. from Inter American Radio Corp. for an estimated cost in excess of $150,000. Atlantic Broadcasting is headed by Jack Sterling, radio personality on WCBS, New York. The sale is subject to the usual approval by the Federal Communications Commission.



On Boston's T Wharf you could get it wholesale

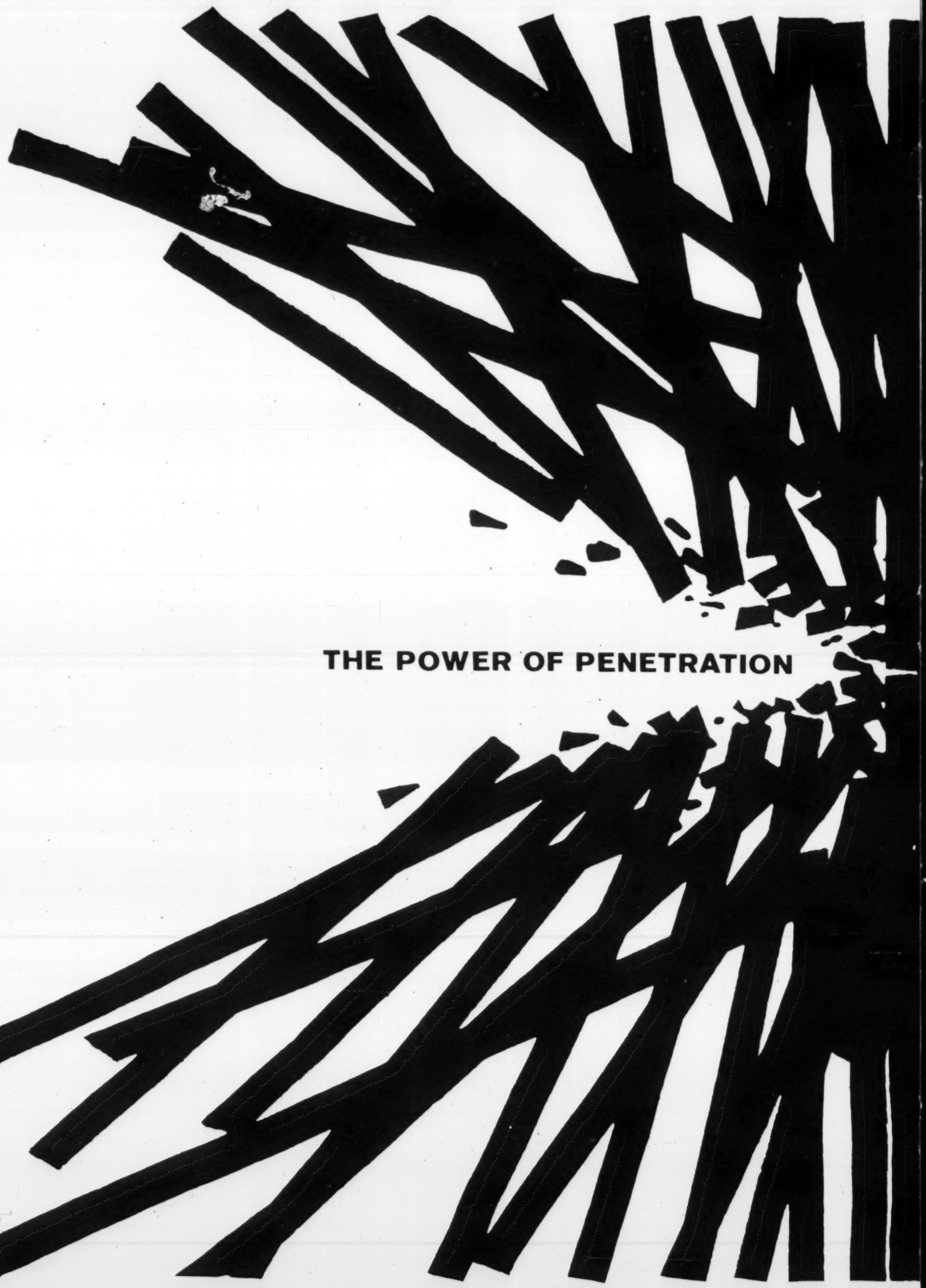
Big cod, halibut and mackerel — heads, tails and all. But T Wharf is on the way out, going like so much of the old Boston. The Hub's gone modern, and it's gone big — barreling along, busting out from harborside to suburbs.

In this new bustling town, there's a new No. 1 newspaper — The Globe. One reason for The Globe's steady growth to first place in the Hub is its big acceptance among Boston's big families. In fact, in Boston's biggest families (3 or more children), 70% more adults read The Globe than read the Herald-Traveler. And 32% more than read the Record-American.

A new study of Boston Market newspaper audiences reveals these and other facts extremely favorable to The Globe. Highlights of the study, which was conducted by Carl J. Nelson Research, Inc., in consultation with the Advertising Research Foundation, are available in an interesting new brochure. For a copy of "The Buying Bostonians," call your Million Market Man.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO


THE POWER OF PENETRATION

733,583 weekdays—up 252,910 over a year ago! **920,607 Sunday**—up 280,528 over a year ago!* That's The Detroit News total paid circulation. In Detroit's three-county metropolitan market, where 1,080,000 families earn $9-billion annually, The News alone gives its advertisers 64% coverage weekdays, 71% Sundays.** No other newspaper in the nation's top 5 markets offers such total market penetration—nor such deep penetration of all income groups (including $15,000 and over)—at the low milline rate of $1.91 weekdays, $1.68 Sunday. To sell Detroit, just use The News!

*ABC, 11/7/60—3/31/61 **Sixth Quinquennial Survey of the Detroit Market, 1961

The Detroit News

NEW YORK OFFICE: Suite 1237, 60 E. 42nd St. • **CHICAGO OFFICE:** 435 N. Michigan Ave., Tribune Tower
PACIFIC OFFICE: 785 Market St., San Francisco • **MIAMI BEACH:** The Leonard Co., 311 Lincoln Road

Junior Plans Board Set Up

David J. Mendelsohn Advertising, New York, has set up a junior plans board, composed of agency executives under 35 years of age. It will report to the senior plans board, and future members of the senior group will be drawn from the junior board. Arthur Trostler, account executive, has been named chairman.

"GOING UP-P-P..."

In pace with Southern New Jersey's three rich and rapidly expanding Counties of Atlantic, Cape May and Cumberland, the PRESS now delivers more A.B.C. circulation than all other daily and weekly papers in this area combined.

Atlantic City Press
Southern New Jersey's "Good Morning" Newspaper
ROLLAND L. ADAMS, President
Represented by
NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
DOYLE & HAWLEY DIVISION

In Decade of 'Today' Shows, Garroway Handled 90% of Commercials for 284 Clients

By Maurine Christopher

NEW YORK, July 18—Dave Garroway, who resigned from the "Today" show after nearly ten years of waking up the country for NBC-TV, personally sold more different products on television than any other person.

Dave Garroway

During his tenure, the program had about 284 companies as sponsors. Many, like Du Pont, used the telecast for a variety of products. "Today" was a successful vehicle for (1) attracting new companies to network television, (2) in-and-out advertisers with seasonal selling problems, and (3) products aimed at housewives.

In an interview, Mr. Garroway estimated he handled about 90% of the commercials on the program. He prefers to work from fact sheets, ad libbing the product story in a "reasonable" way.

Whenever a new product came on the show, there was a meeting to familiarize the "Today" star with the client's basic problems. Before starting to sell, Mr. Garroway wanted to know: What are the marketing problems? Who buys the product? How old are they? Are they men or women? What's the distribution pattern? Is there emphasis on the country or the city? How long a campaign is planned? How is the schedule to run? What are the basic sales points?

■ After this orientation course and a personal sampling of the product, if it was for male consumption, Mr. Garroway was ready to sell the new item to his fans. Like Arthur Godfrey and the other tv salesmen, he emphasized the importance of believability.

"Don't tell lies to the people about anything on the program," was his dictum. "If somebody doesn't show up, say he isn't here. If something goes wrong, admit it." This honesty, he felt, carried over into the commercials.

Mr. Garroway always checked the commercials for his show. He said he found advertising and agency men reasonable people to deal with. He cited the Better Vision Institute, which changed its campaign when the anthropologist Margaret Mead suggested it was bad for children to call them vision delinquents.

Cooperative as he was with advertisers, Mr. Garroway stopped short of eating on the air ("I couldn't sit there all morning, eating one thing after another") or smoking cigarets in commercials. (The show didn't have a major cigaret sponsor because the host is a non-smoker.)

■ "Today" declined a $2,000,000 repeat schedule from a mail order company that did not handle mailings efficiently the first year on the show. It also turned down potential beer accounts. Mr. Garroway was opposed to promoting alcoholic beverages in any medium, because of the number of people who are problem drinkers.

A great deal of current tv advertising, Mr. Garroway said, misses the mark, because it is not related to reality. "A fantasy isn't going to get anybody to perform a realistic act like buying a product," he said. He said he was jarred when an actor stepped out of character to recommend a cigaret. Exaggerated claims don't pay off, he said, adding that a woman who fell once wouldn't buy the product a second time.

Mr. Garroway said he is opposed to the present system of ratings. His objection: They offer little value to the client who wants to know if television is moving his goods off the shelves.

■ These were some of the questions he raised about the major rating services: If Nielsen shows a set tuned in, is a three-year-old watching? When Trendex calls, does the person who has just tuned out the President in favor of a western say he is watching the President because he thought he should be? In an ARB diary home, who remembers what he saw on television last night, and when?

His faith in the public's ability to recall has been shaken by fans who have mistaken him for Steve Allen, Garry Moore, Robert Q. Lewis, Jack Paar, and even David Brinkley.

Mr. Garroway seems obviously very fond of the "Today" program idea, which, he believes, performs a public service in the informational and news area. He volunteered to go on the program to give his old Chicago friend, newsman John Chancellor, a sendoff as the new host. He asked his followers to think of the Garroway run on the program "as a book that has been completed." He suggested that they now begin to enjoy a new book—with Mr. Chancellor.

■ The retiring "Today" host said he hadn't decided on his tv future, though he will be back. He is under contract to NBC until the end of the year, but he will probably rest for a while. His target date for a return to tv—the fall of '62. His program preference—a weekly nighttime show with a meaty content. #

Network TV Gross Time Billings

1960 vs. 1961

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

	May			January-May		
	1960	1961	% Change	1960	1961	% Change
ABC	$12,876,050	$16,197,190	+25.8	$ 65,001,870	$ 79,403,040	+22.2
CBS	23,209,917	22,253,355	— 4.1	116,288,277	111,152,326	— 4.4
NBC	19,414,264	23,229,565	+19.7	102,033,075	113,419,579	+11.2
Total	$55,500,231	$61,680,110	+11.1	$283,323,222	$303,974,945	+ 7.3

MONTH BY MONTH—1961

	ABC	CBS	NBC	TOTAL
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April*	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,170	22,253,355	23,229,565	61,680,110

Parts of the Day

	May			January-May		
	1960	1961	% Change	1960	1961	% Change
Daytime	$15,860,393	$20,202,283	+27.4	$ 84,496,662	$101,701,884	+20.4
Mon.-Fri.	13,416,107	17,509,320	+30.5	69,197,439	85,066,805	+22.9
Sat.-Sun.	2,444,286	2,692,963	+10.2	15,299,223	16,635,079	+ 8.7
Nighttime	39,639,838	41,477,827	+ 4.6	198,826,560	202,273,061	+ 1.7
Total	$55,500,231	$61,680,110	+11.1	$283,323,222	$303,974,945	+ 7.3

*April 1961 figures revised.

Applegate Adds Three U.S., One Canadian Account

Applegate Advertising Agency, Muncie, Ind., has been named to handle advertising and publicity for three American accounts and one Canadian company. The U.S. accounts are Butterfield Foods, Muncie, Ind., packer of vegetable products and bottler of non-carbonated soft drinks; the 1962 Automotive Service Industries Show at Navy Pier, Chicago; and Marvex, Muncie, Ind., producer of crankcase and automatic transmission additives.

The new Canadian client, BWH Service Parts, Merritton, Ont., is planning a corporate-product identity campaign in Canadian automotive service industry publications.

Slant/Fin Appoints Richard

Fred D. Richard has been appointed advertising manager of Slant/Fin Radiator Corp., Richmond Hill, N.Y. Before joining Slant/Fin earlier this year, Mr. Richard was director of field services of National Better Heating-Cooling Council.

Matchabelli Promotes Thomas

Tedd Thomas, a merchandising assistant for Prince Matchabelli and Aziza Eye cosmetics, has been promoted to sales promotion manager of Prince Matchabelli Inc., New York.

Cusick, Schwerke Adds Four

Cusick, Schwerke & Wild, San Antonio, has been named to handle advertising for Romero Drug Co.; Dixie Meat Co., San Antonio; KUKA, San Antonio; and KUNO, Corpus Christi.

Oliver Promotes Coffman

Harold E. Coffman, formerly market analyst of Oliver Corp., Chicago, manufacturer of farm and construction equipment, has been appointed sales promotion manager.

Michener Boosts Smith

Clarence C. Smith, formerly account executive of Edward C. Michener Associates, Harrisburg, Pa., has been appointed vp of the account management division.

KGNS
THE BIG 5th
EL PASO, TEX.

Serves the Southwest

No pint-sized market, this! El Paso, big 5th city of Texas, serves 750,950 people in the southern New Mexico-West Texas-Old Mexico sunland . . . scores well within the nation's **TOP FIFTY MARKETS.** Thirsty for sales? El Paso Broadcasters provide 100-proof coverage of the market that serves Southwestern consumers . . . El Paso, Texas.

EL PASO BROADCASTERS:
KIZZ / KROD-TV / KROD
KSET / KTSM-TV / KTSM / XEJ-TV
XEJ / XELO
KELP-TV / KELP / KHEY

WHERE DID IT STRIKE?

(which competitors are releasing national schedules where)

ACB Schedule Listings Tell

This service covers "National" newspaper advertising placed by your competitors. When the first ad breaks (no matter where) we'll spot it—and report it. No longer will competition start campaigns in remote cities—test or otherwise—without your knowing about it. Tells where and when ad ran: supplementary reports list additional ads giving a record of entire schedule. With Linage & Cost Summary also supplied if desired.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.
NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

corduroy by **CROMPTON**

IIIIIIIII—*This color page in the July 30 New York Times Magazine will open the fall campaign for Crompton-Richmond Corduroy. B&w versions will run in Harper's Bazaar, The New Yorker and Vogue. Irving Serwer Advertising is the agency.*

Transfer Will Give Buffalo Press Comics Monopoly, U.S. Says

BUFFALO, July 18—The government has charged in federal court here that Greater Buffalo Press Inc. will obtain a complete monopoly on the printing of color comic supplements for newspapers if it is allowed to set up printing operations in the South.

Attorneys of the Justice Department's anti-trust division asked Judge John O. Henderson to enjoin the company from transferring its printing operations from a subsidiary in Wilkes-Barre, Pa., to another subsidiary in Sylacauga, Ala.

The government argued that if this transfer is made, it could mean the elimination of Greater Buffalo's last competitor in the East, Southern Color Printing Co. of Newport News, Va.

At present, Greater Buffalo Press has 87% of the business in the Southeast and Southern has 9%, the government declared.

■ The government argued that Greater Buffalo gained a near monopoly in 1955 when it "allegedly" purchased the stock of its most formidable competitor in the East, International Color Printing Co. of Wilkes-Barre.

It said that if the transfer to Dixie is made, Greater Buffalo then will eliminate operations of International.

The government has charged Greater Buffalo and five other companies with conspiring to eliminate competition in the printing and distributing of color comics (AA, Jan. 9, '61). #

Reeves, Andrews Adds Two

Irvan Coil Co. and Irvan ferrite division, Van Nuys, Cal., divisions of Irvan Engineering Co., have appointed Reeves, Andrews & Stern, Los Angeles, to handle their advertising.

Houston Promotes Sellhorn

Milton H. Sellhorn, previously vp of Houston Advertising, Skokie, Ill., has been named president of the agency. Mr. Sellhorn succeeds Irl H. Marshall Jr., who has left the agency.

Keeler Adds Finance Account

Lee Keeler Inc., Philadelphia, has been named to handle radio advertising for Local Finance Corp., Providence, R. I., a chain of 44 small loan offices.

Lane Appoints Yearout

William P. Yearout has joined Richard Lane & Co., Kansas City, as an account executive. Mr. Yearout was formerly with KRIB, Mason City, Ia.

John Plain Elects Asher VP

Frederick Asher, director of advertising of John Plain & Co., Chicago, wholesale distributor of gifts, homewares and apparel, has been elected exec vp of the company. He was previously vp and secretary and will continue as secretary.

Kahn Adds Two

A. D. Kahn Inc., Detroit, has been named to handle advertising for Medrol Co., manufacturer of proprietary medicines, and Shopping Basket, mail-order merchandise company.

Ritter-Lieberman Names One

James F. Gallo, formerly with the business development department of Pennsylvania Power & Light Co., Allentown, Pa., has been appointed director of public relations of Ritter-Lieberman, Allentown agency.

Mattel Expands TV Budget

Mattel Inc., Hawthorn, Cal., toymaker, has expanded its 1961 advertising budget to $3,000,000 by scheduling a 13-week campaign of spot tv advertising in 50 key markets, beginning in mid-September.

2

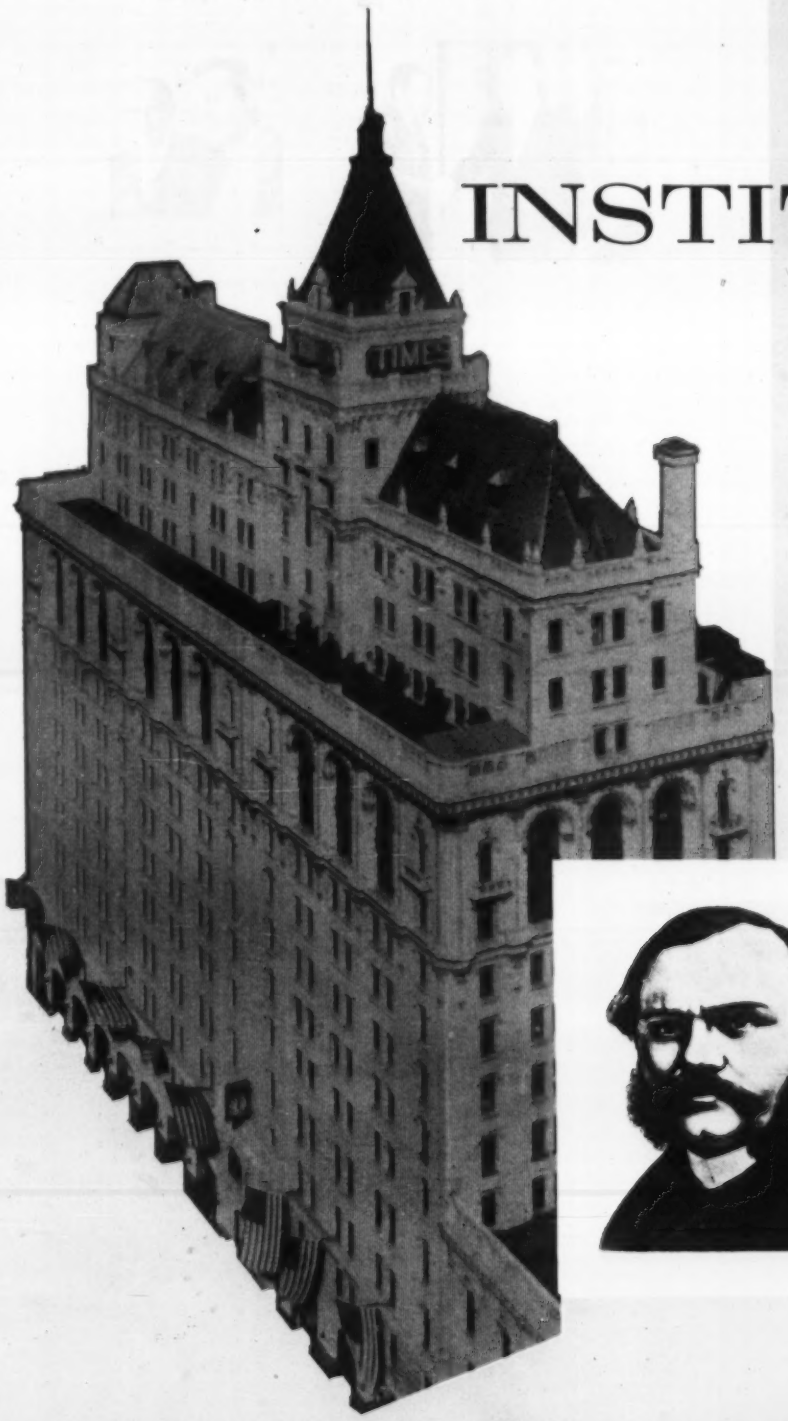
METROPOLITAN **LUBBOCK SECOND** IN THE NATION IN **RETAIL SALES... $5,770** PER HOUSEHOLD!

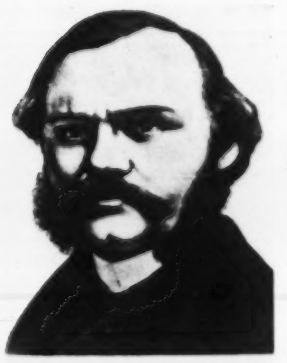
40% ABOVE U.S. AVERAGE !...
UNAPPROACHED BY ANY CITY OF COMPARABLE SIZE

The only medium that delivers 68% coverage of the entire 19-county, rich, bustling Lubbock Market!

LUBBOCK AVALANCHE-JOURNAL
Represented Nationally by TEXAS DAILY PRESS LEAGUE, INC.

GREAT INSTITUTIONS ...built on integrity



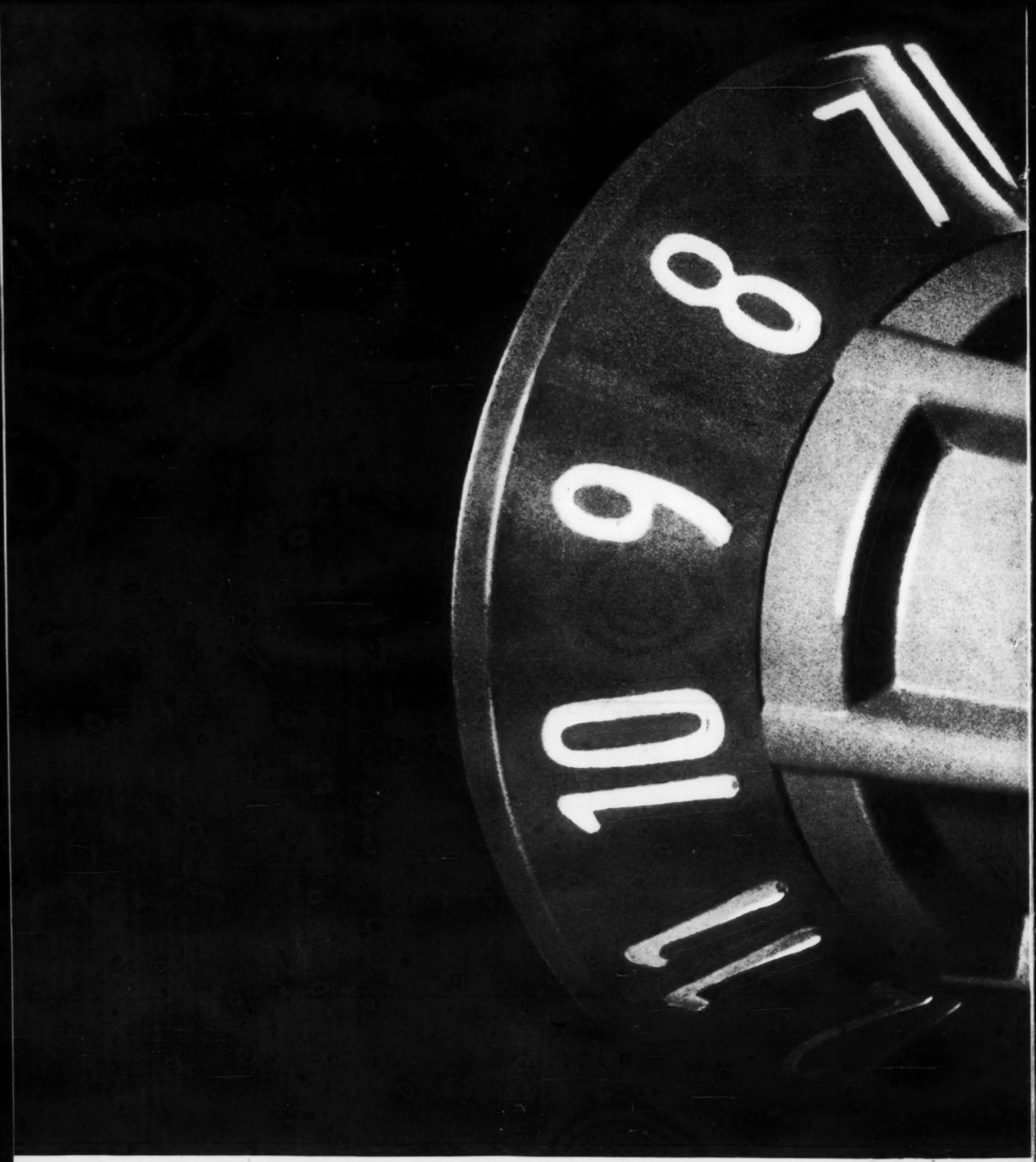


HENRY RAYMOND
Founder

THE NEW YORK TIMES

KWTV
OKLAHOMA CITY

KWTV·OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.

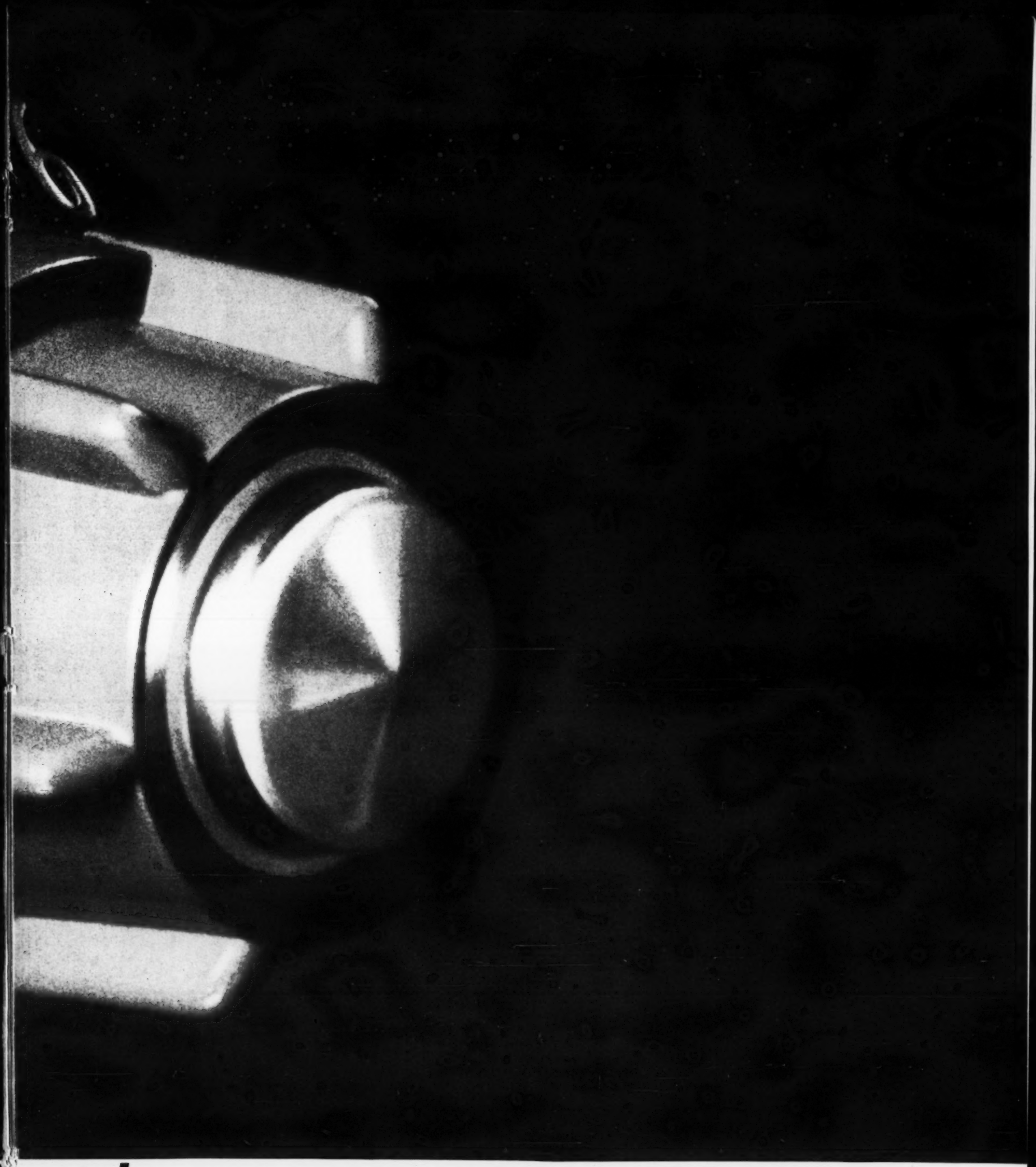


Clicked

Again and again and again, for the 2 weeks ending June 18, the watchers were clicking their dials to ABC-TV programs.

Nielsen-wise,* this activity put 6 ABC shows in the top 10. *The Untouchables* took 1st place. And *My Three Sons*, in 3rd place, led all *new* shows.

It all added up to an ABC largest audience share . . . larger than



again

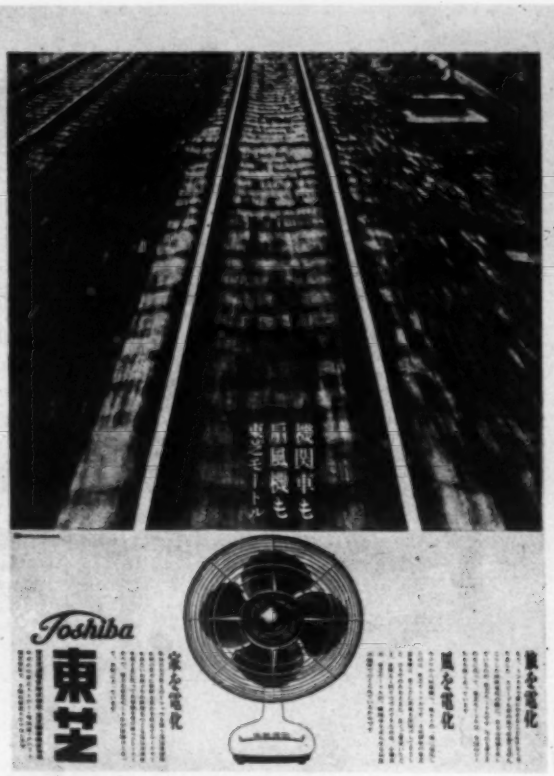
that of either of the other networks...significantly, where it counts most. Namely, in the 50-market area (largest *competitive* area measured by Nielsen) where the watchers have a *three*-network choice.

And choose accordingly.

ABC Television

**Source: National Nielsen 50-market TV Reports Average Audience two weeks ending June 18, 1961. Sunday, 6:30-11 PM. Monday through Saturday, 7:30-11 PM. All commercial time periods.*

Eight Companies Win Japan's Dentsu Advertising Awards



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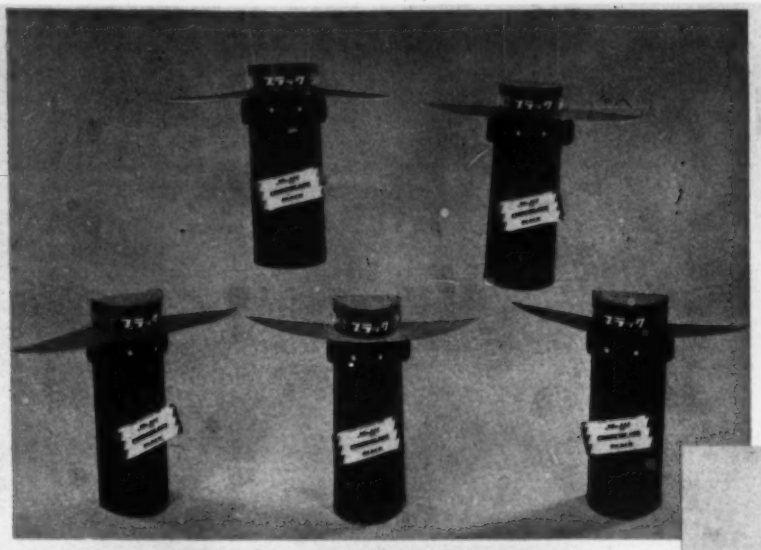

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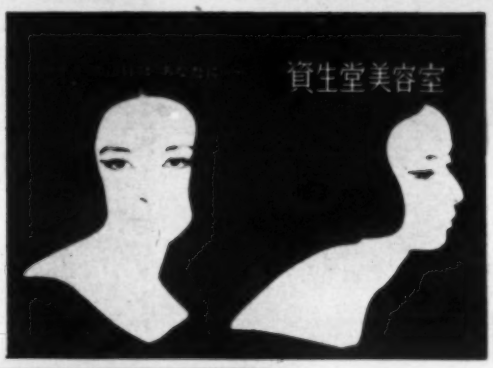

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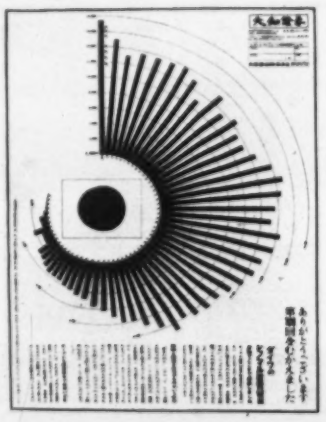

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The Dentsu advertising awards, initiated by Dentsu Advertising, Tokyo, in 1946 but now independent of the agency, were presented in Tokyo on July 1. Some 1,000 people attended the presentation to the prize winners, who were picked by a committee of 300. The award winners were:

1. Tokyo Shibaura Electric Co. (Toshiba) won the newspaper advertising prize as well as the grand prize with this b&w unit pointing out that Toshiba makes everything from diesels to electric fans.

2. Meiji Seika Kaisha Ltd., maker of Meiji candy bars, won a first prize for its point of purchase mobiles.

3. Shiseido Co., Japan's largest cosmetics house, won the poster prize with this stark ad telling Japanese women what a difference a visit to a Shiseido beauty parlor makes.

4. Pilot Pen Co. took first place in the magazine division for this ad promotion for its high-price U-type fountain pen, selling in Japan for 2,000 yen (about $6).

5. Kao Soap Co. won the prize for the best television spot with this film strip promoting its Feather shampoo.

6. Kotobukiya Ltd., Japan's giant distiller, was awarded the first prize for a magazine ad in full color featuring the dry Martini in a promotion for Kotobukiya's Hermes dry gin.

7. Morinaga Confectionery Co. won first prize in food and beverages with this newspaper ad for its instant coffee, featuring "his" and "her" cups.

8. Daiwa Securities Co., leading Japanese stock broker, won the financial category prize with this graphic newspaper ad charting the appreciation in value of mutual fund shares.

'Air Purchasing & Traffic' Will Bow in November

APT Inc., 58 E. Walton St., Chicago, will launch *Air Purchasing & Traffic*, a monthly magazine, with the November, 1961, issue. The magazine will deal with the adaptation of air traffic to business and with related operations.

Knowl Lames will be publishing director; Martin Livergood, advertising manager, and J. Skirm research and marketing manager. Advertising rates are $1,200 per b&w page, one time, and $400 extra for a color page.

'Western Landscaping' Bows

Western Landscaping News, 9040 W. Pico Blvd., Los Angeles, will begin publication Oct. 1, 1961. The magazine, offering coverage of the western landscaping market, will be distributed monthly to landscape contractors, landscape architects and other companies engaged in the industry in the western states. Advertising rates are $265 per b&w page, one time, and $85 per color, per page.

'IM' Appoints Bullen

H. Jay Bullen has been named eastern editor of *Industrial Marketing*, sister publication of ADVERTISING AGE, with headquarters in New York, effective Aug. 1. Mr. Bullen has been editorial research director and editor of the annual *Market Data & Directory* issue of *IM* in Chicago.

Carter's Names Lewis

Stanley Lewis, formerly director of marketing of General Aniline & Film Corp., New York, has been appointed vp, marketing, of Carter's Ink Co., Cambridge, Mass.

Rapid Names Abelew

Rapid Electrotype Co., San Francisco, has appointed Berne Abelew vp and western regional manager. Mr. Abelew was formerly with Grant Advertising.

Preferred Reading

with men who make industrial advertising

"Industrial Marketing is 'must' reading for me each month. At Copperweld, most business magazines are routed through our librarian, who checks articles and ads of interest. I personally peruse the entire contents of Industrial Marketing—usually at home where I am able to read for a lengthy period without interruption. Then, I mark items to be noted by members of my department. In almost 30 years I have not missed a single issue of this highly informative magazine."

says **ALBERT R. TEIFELD**
Director, Advertising and Public Relations
Copperweld Steel Company

Mr. Teifeld has concentrated his career in the advertising and marketing end of the steel industry. A graduate of Northwestern University, his first business association was with the American Steel and Wire Division of the United States Steel Corporation — originally in Chicago and, later, in Cleveland. He left U.S. Steel in 1944 to accept the position of advertising manager of the Wire and Cable Division of Copperweld Steel Company at Glassport, Pa. In 1953, Mr. Teifeld was appointed director of advertising and public relations for Copperweld Steel, with headquarters in Pittsburgh. (Copperweld's sales reached approximately $115,000,000 in 1960. During the same period, $321,500 was earmarked for the business press.) Over the years, Mr. Teifeld has held a variety of offices in the Association of Industrial Advertisers, including that of president of the Pittsburgh Chapter and vice-president of the national organization.

"I cannot think of any magazine which has done a more thorough job than Industrial Marketing in establishing the blend of sales and advertising. It is relied upon heavily by our media people, our research and marketing people and our account management teams. The highly informative and graphic advertisements which consistently appear in IM do justice to its excellent editorial content, thus making it additionally valuable to its readers."

says **ALFRED S. TRUDE, JR.**
Vice-President and Media Director
Clinton E. Frank, Inc.

Although still in his early thirties, Mr. Trude has risen to the front ranks of the media field. In October, 1958, he came to Clinton E. Frank, Inc., as media director, and in December, 1960, he was named a vice-president of that Chicago-based advertising agency. For six years prior to joining the Frank agency he was media director of MacFarland, Aveyard & Company. Earlier, he had served Roche, Rickerd & Cleary, Inc., as an account service manager, and had chalked up two years service in the Air Force. He is an alumnus of Northwestern University (B.S. in Business Administration). Speaking for the Frank agency, Mr. Trude reports that total business paper billings for 1960 were $1,137,444 and that its industrial accounts include Continental Oil Company, Fort Howard Paper Company, Kohler Company, Reynolds Metals Company and Stanray Corporation.

"In every pursuit there are some 'tools' most essential to the effective performance of the individual. To the industrial ad man — keeping abreast of his industry, the awareness of the passing parade both in men and practice, the sound counsel of both fundamentalists and trend-setters — these create the atmosphere for more intelligent procedure. Because every issue of Industrial Marketing possesses this fine editorial balance, it is respectfully 'must' reading."

says **ERNIE J. GILBERT**
Advertising Manager, Wood Products Division
Weyerhaeuser Company

With the exception of the war period, Mr. Gilbert has spent the years since 1928 in almost every phase of printed advertising and associated services. Included in his business background is experience in sales and creative work for a direct mail agency (15 years), as well as a four-year stint as a copy chief for a regional retail and mail order house. In 1954, he joined the Weyerhaeuser Sales Company at St. Paul as assistant advertising manager. Five years later, he was advanced to the post of advertising manager. With the recent coordination of all merchandising and marketing facilities for the various divisions of the Weyerhaeuser Company, Mr. Gilbert was named advertising manager for the newly created Wood Products Division whose offices are in Tacoma, Washington. Weyerhaeuser Sales' allocations for space in business papers totaled $225,000 in 1960.

INDUSTRIAL MARKETING

SELLING AND ADVERTISING TO BUSINESS AND INDUSTRY

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS • ABP ABC NBP *1 Year (13 issues) $3*

Putting Professional Wares into Consumer Field (via TV) Makes Alberto's Sales Zoom

MELROSE PARK, ILL., July 18—Alberto-Culver Co. last week took a brief respite from riding its sales rocket to gather together its sales force for a three-day meeting (AA, July 17). They decided that the future offers the six-year-old hair preparations company an unlimited ceiling.

Alberto-Culver sales have climbed from $1,500,000 in 1956 to $14,900,000 in 1960 (fiscal years ended Nov. 30). This year, sales for the six months ended May 31 are $11,000,000, and they are now running at an annual rate of $25,000,000.

A steadily expanding list of fast-selling items has paced the company's sales gains. Alberto VO-5 hair dressing and conditioner was the original product in 1955. Rinse Away dandruff control was added in 1956, Command hair dressing for men in 1959, Tresemmé hair coloring in 1959, and Alberto VO-5 hair spray early this year.

■ Several new products are on the launching pad. Trade sources expect that a shampoo is one of the items; a home permanent may be another. Additional expansion is also expected in product lines not related to hair care.

Alberto-Culver in 1959 purchased the formula and trademark for Derma-Fresh, a skin conditioner and body lotion, from American Hospital Supply Corp. American Hospital continues to distribute Derma-Fresh to hospitals, clinics and similar institutions, but when consumer marketing begins, it will be handled by Alberto-Culver.

The sales meeting last week came as the company was taking a "breather." For the past two years Alberto-Culver had no annual sales meetings, because the salesmen were busy promoting new products. Three years ago there were fewer than 100 salesmen on hand, compared with 200 this year.

■ This sales meeting was held in the form of a political convention, complete with red, white and blue bunting, a "platform" and "spontaneous" demonstrations.

One parading demonstration was for Alberto-Culver's 41-year-old president, Leonard H. Lavin. Obviously savoring this occasion, Mr. Lavin recalled the early days of the company. It was pointed out that the first sales meeting in 1955 was held in a Buick sedan, as Mr. Lavin and several other members of the company were driving to the airport to begin their first sales trips.

"There were not too many sales speeches in that Buick," the company noted. "It was too hard to stand up."

Mr. Lavin ticked off stories of people who had started with the company as detail men at $55 or $65 a week, and who are now top officials of the company.

"These are the kind of opportunities that are open here," he told the sales force. Then, looking to the future, he added. "We're on the move—we'll never stop."

The Alberto-Culver president got another rousing cheer from the "delegates" when he announced that he would propose an employe profit sharing plan next fall.

Reason Maxwell Pratt

GOOD WORK—*Charles Pratt, advertising director of Alberto-Culver, exercises one of the job's prerogatives—putting a protective arm around Marilyn Maxwell, who will star in one of the shows A-C will sponsor, "Bus Stop" (ABC-TV). Rhodes Reason, another star of the series, accompanied Miss Maxwell.*

■ The salesmen, from nine domestic sales districts and several foreign countries, were told just where the company's products stand in the market place, and where they can expect to increase in the hair care field, where total sales have risen 30% since 1958:

• **Rinse Away** sales have grown in the past year from $489,000 per month to $571,000 per month, an 18% increase. Share of market is reportedly running above 30%.

• **Command** sales were up 19% over a year ago (can sales are down 30%, but tube sales are up 130%), and share of market is up from 2.7% to 3.1%.

• **Tresemme,** a newcomer to the market, has already taken 2% of the hair coloring market with sales of $65,000 per month. This field was said to be increasing 20% to 30% a year.

• **VO-5** sales continue to climb, and are currently running about 16% ahead of last year. VO-5 has about 40% of the market, compared with 36% last year. During that same period, Helene Curtis' Suave dropped from 24.6% to 20.9% in share of market.

• **VO-5** hair spray, just coming on to the market, has reached monthly sales of $340,000.

■ Salesmen were told that future successes of most of these products are tied closely to widened distribution. Command has 44% distribution in food stores and 88% in drug stores; Rinse Away has 69% distribution in food stores and 98% distribution in drug stores; VO-5 has 70% in food outlets and 99% in drug stores; VO-5 spray has 24% food store and 86% drug store distribution; Tresemmé has 45% drug store distribution.

If maximum distribution is attained, it would mean another $7,400,000 in yearly sales, it was estimated.

■ The ability of Alberto-Culver to compete strongly in the ultra-competitive drug and toiletries field is attributable in some measure to the fact that it introduced several "tried and true" products—those previously sold primarily to the professional beauty care field. Leonard H. Lavin & Co. was a sales organization for sundry products prior to its purchase in 1955 of Alberto-Culver Co., a California company with VO-5 as its principal product.

After the purchase (for approximately $435,000), headquarters were moved to Chicago.

The rights to Rinse Away were purchased in August, 1956, from Skan Laboratories for $388,000. Tresemmé was purchased in April, 1959, from Godefroy Mfg. Co., St. Louis, for $330,000. And as previously mentioned, Derma-Fresh was acquired from American Hospital Supply Corp. Command and Alberto VO-5 hair spray were developed by the company.

In May of last year the company moved to a new plant in the Chicago suburb of Melrose Park. The original 100,000 sq. ft. plant is now being doubled in size.

■ In April of this year, Alberto-Culver became publicly owned, with the sale of 155,000 shares. Market prices for the $10 shares have recently been between $28 and $30.

The company now manufactures in Canada, Mexico, Venezuela, Guatemala, England and Australia. By the end of the year it hopes to add facilities in Colombia, Argentina and several other countries.

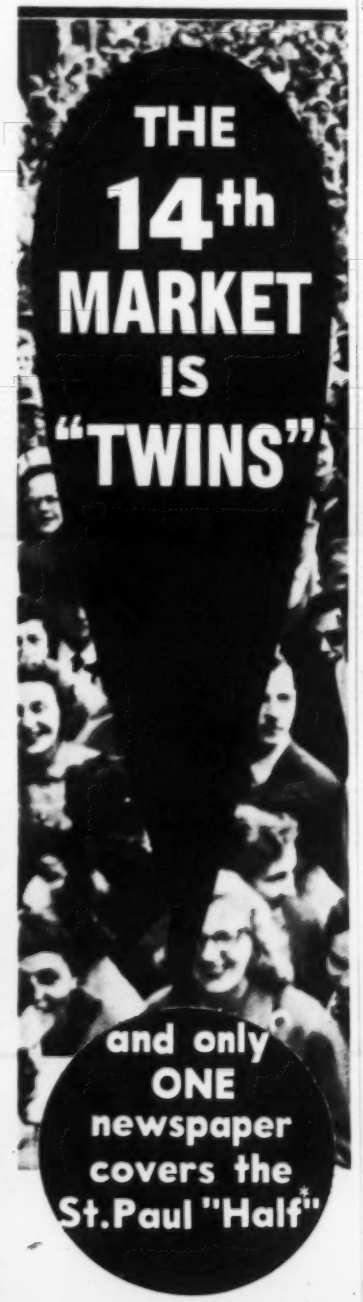
The history of Alberto-Culver's consumer marketing operation has consisted almost entirely of television and two-for-one promotions.

The company made its tv debut in Philadelphia in 1955—three spot announcements per week. In October, 1956, it made its network tv debut with participations on NBC-TV's "Modern Romances" and "It Could Be You." By 1959, Alberto-Culver was investing $6,700,000 in network and spot tv, and joined the ADVERTISING AGE list of 100 leading national advertisers.

■ This jumped to $10,064,198 for 1960, and this fall the company will have participations and partial sponsorship of a lineup of shows on all three networks, plus a spot tv schedule in 30 markets. The schedule was revealed to the dealers last week (AA, July 17), and Charles Pratt, advertising director, called it "the greatest lineup of shows in the history of tv." He said the company would invest some $15,000,000 in advertising in 1961.

There was a lot more fanfare accompanying this fall's tv package than the quiet purchase of three spots per week in Philadelphia six years ago.

Announcer Hugh Downs ("Jack Paar Show" and "Concentration")



*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
A RIDDER NEWSPAPER
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York · Chicago · Detroit
San Francisco · Los Angeles
St. Paul · Minneapolis

• for Ad Agencies Who

MUST DELIVER!

YOUR CLIENT'S NAME HERE

18 Kt. Gold-Plated. Customer's initial on reverse side.

Golden Car Key Programs by Allied

100 million drivers use their car key daily. Your client's message on a personalized Golden Car Key, cut to fit the car, reaches the target daily—repeatedly—effectively.

Programs ideally suited for:

INDUSTRIAL ACCOUNTS—FINANCIAL INSTITUTIONS—RETAIL OUTLETS—SUPERMARKETS—SALES CAMPAIGNS, ETC.

FULL AGENCY COMMISSION

Write or phone for free sample key (state make & year of car), case history brochure & price list.

ALLIED Associates

110 Cummington St. Boston 15, Mass. COngress 2-1240

THE SAN DIEGO UNION AND EVENING TRIBUNE

was on hand to introduce the four NBC daytime vehicles. George Fenniman, of "Surprise Package," told the audience of the 10 daytime shows Alberto-Culver would be advertising next fall on CBS-TV, marking the first use of that network for the company.

■ Next came Oliver Treyz, president of ABC-TV, to reveal the four nighttime shows the company will use: "Bus Stop," "Target: the Corruptors," "Hawaiian Eye" and "The Untouchables." And Marilyn Maxwell, who will star in "Bus Stop," came along to boost her new show.

Also attesting to Alberto-Culver's growth and potential was the presence of Barton Cummings, president of Compton Advertising, and Norman Strouse, head of J. Walter Thompson Co., the two A-C agencies. Compton handles products now on the market. Thompson has been assigned two new products, as yet unnamed but which are understood to be competitive with Procter & Gamble and Sterling Drug products that Compton handles.

Strouse Lavin Cummings

PRESIDENTS PRESENT—*Leonard H. Lavin, president of Alberto-Culver Co., stands between the presidents of his two agencies at a company sales meeting. Norman Strouse, J. Walter Thompson Co., and Barton Cummings, Compton Advertising, made brief talks to the assembled sales force.*

Thompson personnel, unable to talk about past successes for the company, and not at liberty to talk of future plans, made only a few general remarks. But Compton's staff put on a full show, including a short lesson on how a tv commercial is created.

Allen Flouton, exec vp of Compton, said that the agency has tested 41 different selling ideas for VO-5; only 23 were accepted as good, and 17 were put on the air as tv commercials.

■ A survey to learn more about buyers of toiletries, scheduled to get under way next month, "will give us more complete information than any other toilet goods company on the market," Mr. Flouton said.

As an example of the type of research being done, Mr. Flouton showed a tv spot in which Rinse Away was offered to stop "hair odor." Further tests of the effectiveness of this selling theme are planned. #

AAW Junior Unit Elects Salan

Martin Salan, account executive of Gerth, Brown, Clark & Elkus, San Francisco, has been elected president of the Advertising Assn. of the West's junior division, San Francisco. Other new officers are Pat Pafford, Pendleton Tool Industries, Los Angeles, vp; and Larry Burroughs, program director, KPHO, Phoenix, secretary.

An imaginative few of the **READING, VIEWING and LISTENING PUBLIC** may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special **EXCESS INSURANCE** before the claim arises. It is adequate for its special purpose and reasonable in cost.
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EMPLOYERS REINSURANCE CORPORATION
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NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With Total Retail Sales of **$1,290,068,000** last year, San Diego County ranked 24th among the nation's 200 leading counties in this category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	**$1,290,068,000**
ALAMEDA (OAKLAND), CALIFORNIA	**$1,284,885,000**
FULTON (ATLANTA), GEORGIA	**$1,063,052,000**
FRANKLIN (COLUMBUS), OHIO	**$ 921,529,000**

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 228,437 (ABC 9/30/60).

SALES ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

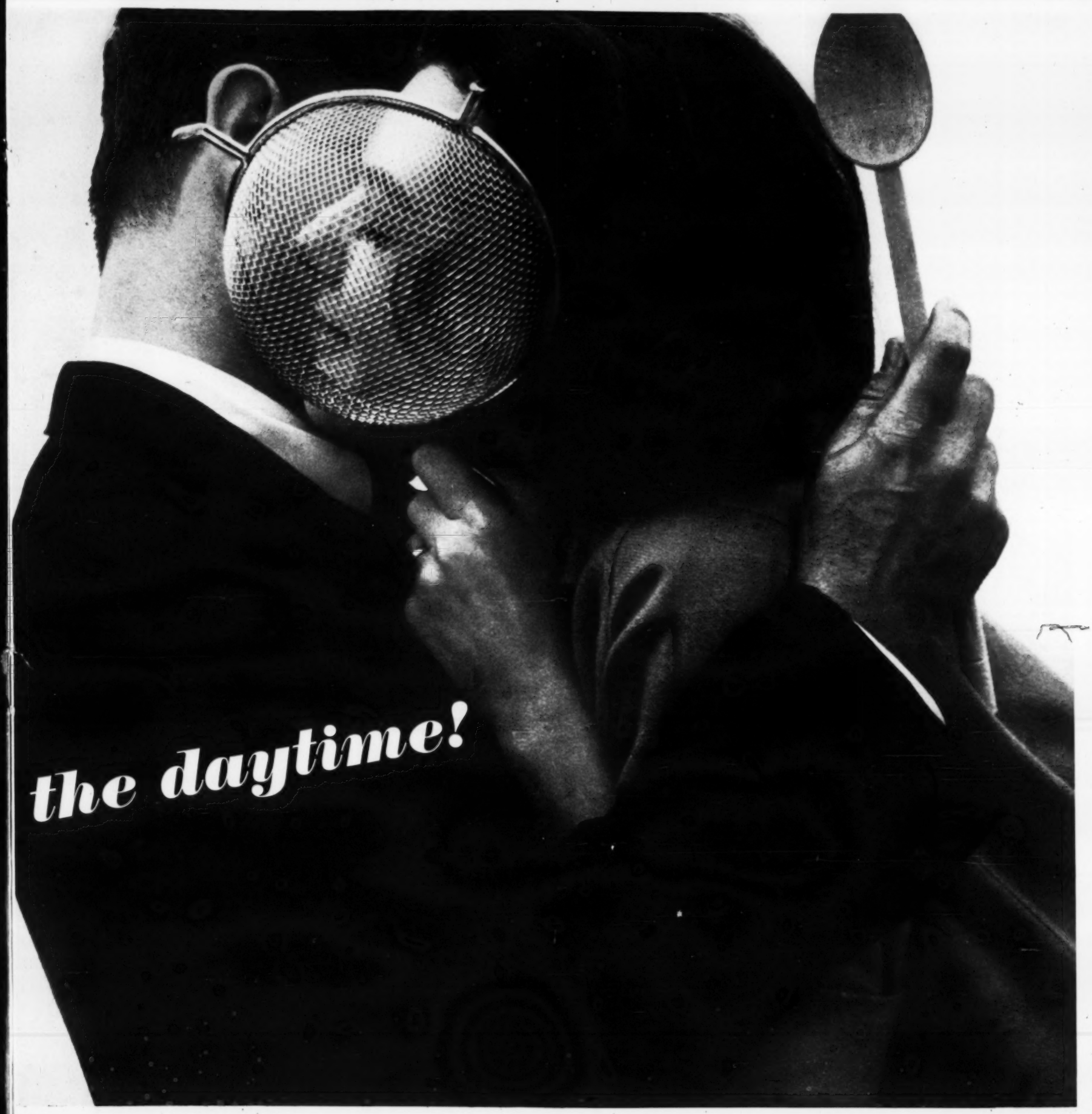
"THE RING OF TRUTH" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

women love to be wooed in

And NBC Daytime has winning ways with the women most able to buy! Want the inside track on a billion dollar market? Reach America's housewives via NBC Daytime Television. Nielsen shows that, in just 4 weeks, an NBC daytime advertiser in three different programs gets his message to 58% of the younger housewives, 65% of the middle age bracket and 45% of the older (but young in heart) group. What's more, he scores an average of 12 commercial impressions in their homes!* And let's take a good look at that middle (35-49) age bracket. TV homes with housewives in this category add up to a population

NBC Day-time Line-up: 10:00 Say When • 10:30 Play Your Hunch (color) • 11:00 Price is Right (color) • 11:30 Concentration • 12:00 Truth or Consequences • 12:30 It Could Be You



over 60 million. Strong in buying power too—they have over twice as much to spend as younger families. They buy more. They consume more. More coffee . . . facial tissues . . . prepared puddings. When it comes to cigarettes, for example, Nielsen says they use nearly twice as many as their younger counterparts . . . nearly two and one half times more than older housewife homes.** But young, middle or older—you reach the housewife group most important to you with NBC Daytime's flexible scheduling. Put your advertising power where the selling power is—on ***NBC Television Network . . . leader in the Daytime!***

*NTI Special Analysis 4 wks ending Feb. 5, 1961. **Nielsen Special Research 1957-1961.

(color) • 2:00 Jan Murray Show (color) • 2:30 Loretta Young Theatre • 3:00 Young Dr. Malone • 3:30 From These Roots • 4:00 Make Room For Daddy • 4:30 Here's Hollywood

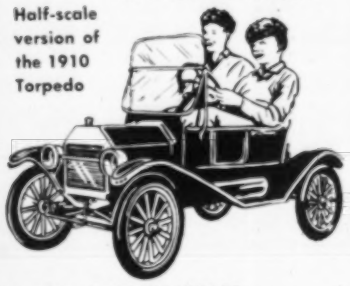
Burrow Launches Rep Co.

Charles L. Burrow, formerly promotion manager and national sales coordinator of WBZ & WBZA, Boston, has opened the Charles L. Burrow Co., Alderway Bldg., Portland, a representative company. The organization will represent a group of Portland area radio and tv stations and *Oregon Voter Magazine*.

A PROVEN PROMOTION
and the Kids love 'em!

MODEL T
A CARLOAD OF FUN

Half-scale version of the 1910 Torpedo



RUNS AND HANDLES... LIKE THE OLD "TIN-LIZZIE"!

68 inches long . . . sturdily built, with mechanical brakes, red wooden spoked wheels, brass colored headlamps. Speeds up to 15 miles per hour. Thrills for the whole family.

A real attention getter!
Write for Free Brochure and Dealer Name

McDONOUGH POWER EQUIPMENT, INC.
McDonough, Georgia, U. S. A.

Herzog, Schneider Take Sonnecken Post at MarPlan Unit of Interpublic CAI Subsidiary

NEW YORK, July 18—There was a divisional realignment today over at Interpublic Inc., the General Motors of the advertising agency business.

Communications Counselors Inc. (CCI), the public relations unit of Communications Affiliates Inc. (CAI), a subsidiary itself of Interpublic, announced the appointment of Dr. Herta Herzog as chairman of the MarPlan division, the research unit of CAI.

Dr. Herzog, CCI said, replaced Edwin Sonnecken, who resigned last week to join Goodyear Tire & Rubber Co. (AA, July 17). Actually, Mr. Sonnecken was president of MarPlan. However, CCI

Russ Schneider

Herta Herzog

explained that Dr. Herzog replaces Mr. Sonnecken as the chief executive officer.

Replacing Mr. Sonnecken in the president's post is another Interpublic exec, F. Russell Schneider.

■ Dr. Herzog, CCI said, will continue as a member of Jack Tinker & Partners. That's another Interpublic subsidiary, which is supposed to function as a sort of creative "brain trust."

Dr. Herzog joined Interpublic's predecessor company, McCann-Erickson Inc., in 1943 and subsequently became research director of the agency. McCann-Erickson is now a subsidiary of Interpublic.

Mr. Schneider, who is also a veteran of the old simplistic McCann-Erickson days, comes to MarPlan from the general corporate staff of Interpublic, where he has been responsible for coordinating "all basic research activities throughout the company."

CCI also announced that Crawford Paton, senior vp of MarPlan, has been appointed manager of the division's New York office. He was previously media director of McCann-Erickson.

■ Marion Harper Jr., president and chairman of Interpublic, said, "We wish all success to Ed Sonnecken and look forward to continuing our association with him in his new post with one of our long-standing international clients."

By way of background, CCI noted that MarPlan was formed as a separate unit in 1956 and "has become the fourth largest company in its field." #

J-F Productions Formed

J-F Productions, a creative production company, has been formed at 156 E. 52 St., New York. President is Gene Foster, formerly group head art director at Batten, Barton, Durstine & Osborn. Mr. Foster said the company will provide the smaller agency with creative and production personnel, on a per-assignment basis. J-F Productions also will offer consultation on the purchase of radio and tv time.

Taynod Productions Formed

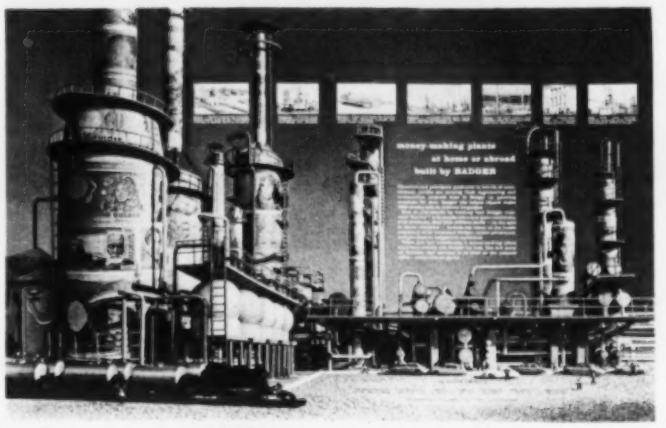
Sherrill Taylor and Jory Norland, producers of "Kuklapolitans" and other tv series, have formed Taynod Productions, with New York headquarters to be opened some time in September. Offices will also be set up in Chicago and Los Angeles.

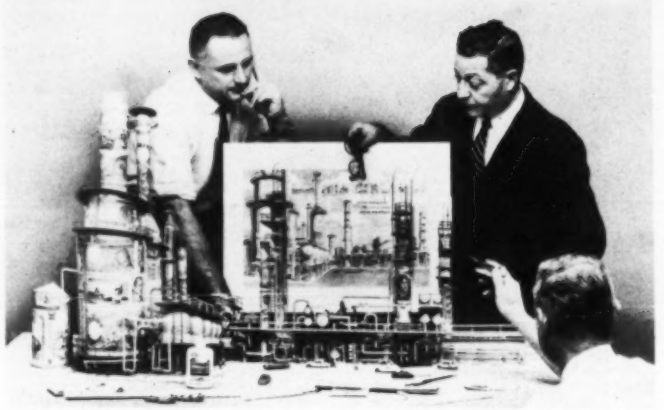
Hi-Fi Group Names Mogul

The Institute of High Fidelity Manufacturers has appointed Mogul Williams & Saylor, New York, to handle its account. A fall campaign will be launched with a media budget of more than $250,000, according to the agency.

Storm Adds Ludlow Valve

Storm Advertising Co., St. Louis, has been named to handle advertising for Ludlow-Rensselaer Valve Mfg. Co., Troy, N.Y. The account was formerly handled by Woodward, Voss & Hevenor, Albany.





MONEY MODEL—*Mailing tubes, spaghetti, drinking straws and $563 worth of foreign currency were used to build the model petroleum refinery used in the ad (top) which appeared in chemical and petroleum magazines to show the many countries in which Badger Mfg. Co., Cambridge, Mass., has offices and plants. Below, finishing touches are put on the model by Robert Lesieur (left), Boston artist, who built the plant under the supervision of Irv Evans (with glasses), vp, F. P. Walther Jr. & Associates, New York.*

Batz-Hodgson-Neuwoehner Reports '60 Billings High

Batz-Hodgson-Neuwoehner Inc., St. Louis, reports its largest billings—$2,951,000—for the fiscal 1960 year, ending June 30. This marks the 11th consecutive year its billings have increased.

The agency began operation in 1950, when H. W. Neuwoehner Jr. merged his own agency with the Eggers-Rankin agency, headed by Earl Batz and Charles Hodgson. At that time annual billings were $486,000. The agency was incorporated in 1959, with Mr. Neuwoehner as president, Mr. Hodgson as vp and Mr. Batz as secretary-treasurer.

Savings Banks Use Radio

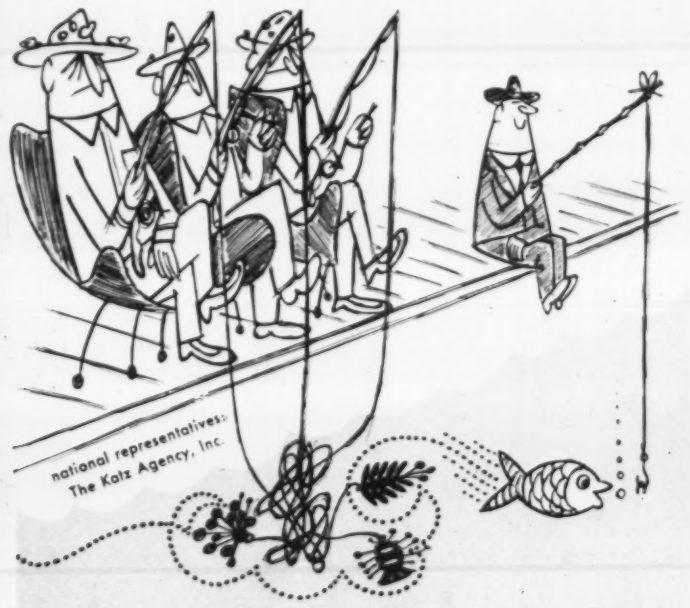
National Assn. of Mutual Savings Banks, New York, has developed a series of one-minute radio commercials for its member banks. Called the "sound of savings," the commercials associate familiar sounds with the reasons for saving money. About 40 banks in nine states have been running the series. The commercials were narrated by Ted Malone and produced by Ted Malone Associates.

Thorbahn & Mercer Opens

Richard W. Mercer, formerly advertising sales rep of the *New York Times* Philadelphia office, and George S. Thorbahn, formerly retail sales rep of the *Philadelphia Evening Bulletin*, have opened Thorbahn & Mercer Co., Philadelphia. The company, a licensee of Shelter-All Corp., provides free highway safety shelters, carrying advertising, to rural and suburban communities.

Ben Bliss Names Young, Silvern

Robert Young, formerly an art director with Riedl & Freede, has joined Ben B. Bliss Co., New York, as an art director. Jaclyn Silvern, formerly an associate editor and promotion coordinator for Pilot Publications, has joined the agency as director of publicity and promotion.



WITH MEDIA SELECTION BECOMING INCREASINGLY MORE COMPLICATED...
YOUR NO. 1 BUY IS STILL

KEWB

Summertime in San Francisco... and here they come! 1,700,000 tourists will spend over 85 million dollars here before the dust settles. Added to KEWB's consistently steady rating picture, this tremendous buying group is our latest Pulse plus for you. Reach this eager, adventurous mass now, while they're in a "testing mood." Do it with a selling campaign on KEWB, their host in San Francisco.

CROWELL-COLLIER BROADCASTING CORPORATION

A SOUND CITIZEN OF THE BAY AREA

Awaiting you here is good taste in photoengraved reproduction with intelligent and experienced contact to go with it.

Hutchings & Melville, Inc.
custom photoengraving
4043 N. Ravenswood Ave., Chicago 13

Hutchings &
H&M
Melville, Inc.

Coming Conventions

(Listed Alphabetically)

•Indicates first listing in this column.

Advertising Age Creative Workshop, fourth annual session, Palmer House, Chicago, Aug. 1-4.

Advertising Federation of America, 10th district convention, Hotel Mayo, Tulsa, Sept. 21-23.

Advertising Research Foundation, seventh annual conference, Hotel Commodore, New York, Oct. 3.

Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago, Sept. 11-17.

Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn., Oct. 16-17.

American Assn. of Advertising Agencies, central region meeting, Ambassador West Hotel, Chicago, Oct. 12-13; western region meeting, Hotel del Coronado, Coronado, California, Oct. 15-18, •eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

Associated Business Publications, fall conference, Drake Hotel, Chicago, Oct. 18.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York, Oct. 10-13.

•Illinois Daily Newspaper Markets, annual sales clinic, St. Nicholas Hotel, Springfield, Sept. 9-10.

Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago, Oct. 15-17.

International Advertising Assn., fourth international conference, Madrid, Sept. 20-22.

Iowa Daily Press Assn., annual meeting, Hotel Savery, Des Moines, Sept. 8-10.

Junior Panel Outdoor Advertising Assn., 11th annual convention, Sheraton Hotel, Chicago, Oct. 12-13.

Magazine Publishers Assn., fifth annual fall conference, Hotel Commodore, New York, Sept. 18-19.

•National Assn. of Broadcasters, regional conferences: Jefferson Hotel, St. Louis, Oct. 9-10; Sheraton-Dallas Hotel, Dallas, Oct. 12-13; Hotel Utah, Salt Lake City, Oct. 16-17; Sheraton Palace, San Francisco, Oct. 19-20; Robert Meyer Hotel, Jacksonville, Oct. 30-31; Somerset Hotel, Boston, Nov. 9-10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13-14; Leamington Hotel, Minneapolis, Nov. 16-17.

National Automatic Merchandising Assn., convention and exhibit, Conrad Hilton Hotel, Chicago, Oct. 28-31.

National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago, Oct. 12-14.

National Federation of Advertising Agencies, central states group, Lake Tower Motel, Chicago, Sept. 28-Oct. 1; eastern states group, Statler-Hilton Hotel, Washington, Oct. 7-8.

Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N.C., Aug. 18-19.

Ohio Daily Newspaper Advertising Executives Assn., annual advertising clinic, Fort Hayes Hotel, Columbus, Sept. 30-Oct. 1.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

'Show Business Illustrated' Adds Four; 'Playboy' Names 2

Robert B. Fisher, Martin R Langer, Richard B. Wanderer and Edward M. Milarsky have joined the Chicago office of *Show Business Illustrated* as advertising sales representatives. Mr. Fisher and Mr. Langer formerly worked for *Playboy*. Mr. Wanderer previously was with *Argosy* and *Coronet;* Mr. Milarsky formerly was with *Metronome*.

Robert Rose and Donald Ira Johnson have joined *Playboy* as ad space representatives. Mr. Rose formerly was men's wear trade promotion manager of Deering-Milliken; Mr. Johnson previously worked for Johnson, Kent, Gavin & Sinding.

Texas Marketing Assn. Elects

E. L. (Jack) Taylor, director of research, Tracy-Locke Co., Dallas, has been elected president of the North Texas chapter, American Marketing Assn. Other new officers are Richard Wakefield, research director of Sanger-Harris Department Stores, 1st vp; Millard J. Dilg, Rogers & Smith Advertising, 2nd vp; George Mortek, manager of R-Way Furniture Co., secretary; and Ted Roeder, chief, domestic trade division of the Dept. of Commerce, treasurer, all of Dallas.

Wade Appoints Three

Richard P. Hustad, formerly art director of Batten, Barton, Durstine & Osborn, Chicago, has been named an art director of Wade Advertising, Chicago. Wade also has named Dean C. Raida to the research department and Gerald Epstein as a media analyst.

'Campus View' Names Rep

Campus View, published by Collegiate Publishing Co., Oak Park, Ill., has appointed Alfred E. Sedgwick & Associates, New York, as its representative for the eastern states.

Pacific Lumber Names Cole

Pacific Lumber Co., San Francisco, has appointed L. C. Cole Co., San Francisco, to handle its advertising. The remainder of Pacific's 1961 media insertions will be completed by McCarty Co., its previous agency.

Ad Agency Plus Direct Mail

More than Direct Mail Specialists—also a fully accredited ad agency. A combined service which correlates both. Phone HA 7-9187 or write on your letterhead.

"That Fellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

Half-a-million buying families read the Cleveland PLAIN DEALER every Sunday

What would you like to sell more of in a retail market larger than anyone of 38 entire states?

You can in OHIO'S LARGEST MORNING and SUNDAY PAPER

The Cleveland PLAIN DEALER

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

PHOTOGRAPHIC REVIEW OF THE WEEK

Dexter Jacoma

Frazer Holub

Steinle Fishback Herman Arbib

MACY REUNION—*Every few years the alumni of Macy's ad department, circa the '30s, gather for a jubilant reunion. Pictured here is the 1961 affair, bringing together some illustrious ad people who served their apprenticeships together during one of Macy's golden eras of advertising. Eddie Jacoma, an art director of Ellington & Co., reminisces with two-ex-Macyites now with Foote, Cone & Belding: Virginia Dexter, copy supervisor, and Bill Frazer, art director. Margaret Fishback, one of Macy's most famed copywriters, now retired, chats with Bob Steinle, ad manager of U. S. Tobacco Co., and Rand Holub, freelance artist. Solita Arbib, vp, McCann-Erickson, hears a bit of astounding news from Albert Herman, art director, North Advertising. At left, John Goodwillie, exec vp and vice-chairman of the plans board of C. J. LaRoche & Co., is surrounded in a discussion with the ladies: Hannah Greene, Young & Rubicam copywriter; Lucy Bender Sokole, head of Young & Rubicam's talent department; and Sylvia Harris, vp, Fletcher Richards, Calkins & Holden.*

Harris Greene Goodwillie Sokole

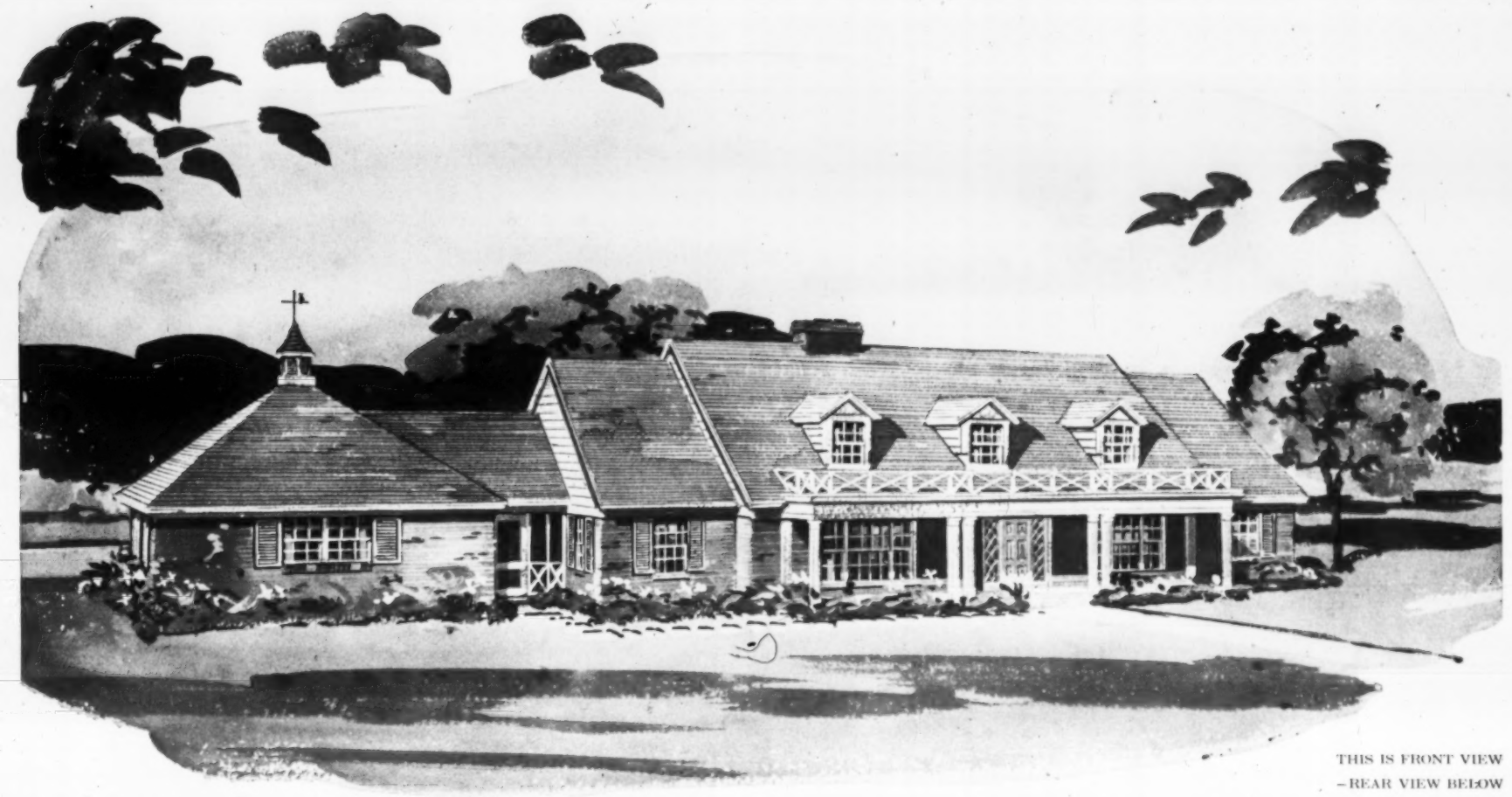
Gillespie Crawford Dohanos Doble

COVERED—*Joan Crawford, widow of Pepsi-Cola's late head man, Al Steele, is surrounded by McDonald Gillespie, vp and management supervisor at Batten, Barton, Durstine & Osborn; John Doble, account group head on Pepsi at BBDO; and Stephan Dohanos, artist. Occasion was opening of display of the Saturday Evening Post's cover art at Pepsi headquarters in New York.*

McConnell Beckjorden Hornig The Blacks Bock Venard

BICYCLE RECORD—*Greeting Jerry Hornig, who broke the bicycle record from San Francisco to New York by covering the distance in 17 days, five hours and 15 minutes, are Lloyd George Venard, president, and Jim McConnell, vp, Venard, Rintoul & McConnell, station representative; Elizabeth Beckjorden, station, network and public relations representative; and Harold Bock, general manager, Hotel Sheraton-East. The Black brothers clocked Hornig all the way, following in a car supplied by KYNO, Fresno.*

TV WESTERN—*"Fritos Territory" is a new series of one-minute, 20-second and ID animated and live commercials produced for the southwestern division of Frito Co., Dallas, by Keitz & Herndon, through Tracy-Locke Co. It is appearing on television stations in 20 markets during the next nine months.*



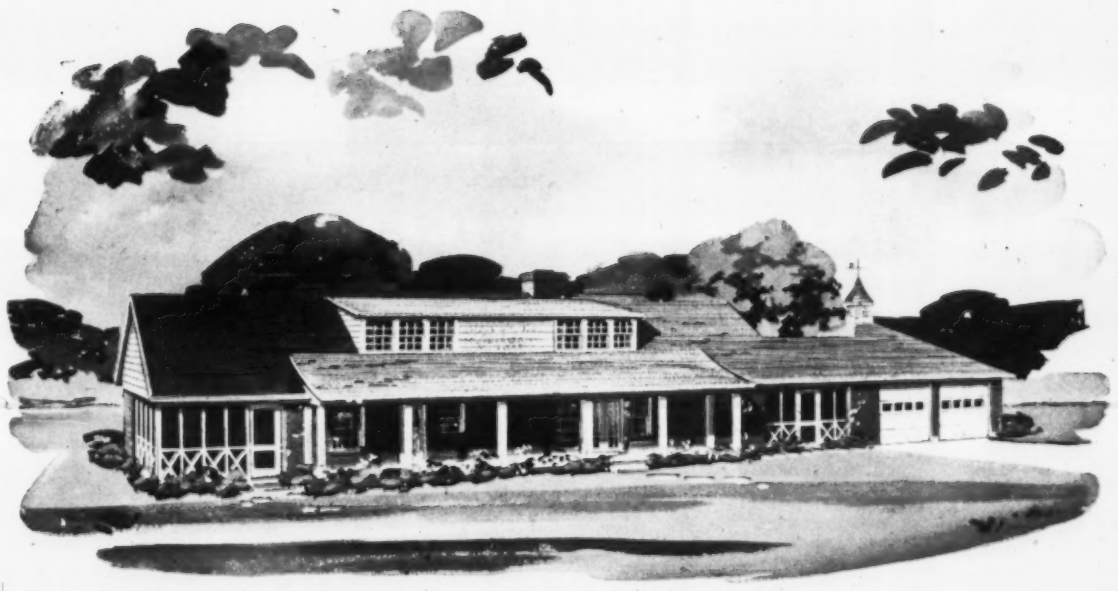
THIS IS FRONT VIEW
– REAR VIEW BELOW

Progressive Farmer subscribers plan to spend $5½ MILLION for this farm home

The Progressive Farmer subscriber-families in the 16 Southern states are in a building and buying mood. When this $45,000 home was featured in the February issue of the South's leading magazine, 123 families ordered blue prints and specifications at $15 per set. This amounts to a total construction expenditure of $5,535,000.

But this is only part of the story. Last year, The Progressive Farmer sold more than 1,000 sets of blue prints at $15 each. And, since 1956, The Progressive Farmer has sold more than 40,000 house plans books, containing illustrations of homes and floor plans.

This big demand for plans for new farm homes has a double meaning. It shows the prosperity of the Southern farm family *and* the pulling power of The Progressive Farmer. The South's estimated farm income from all sources in 1960 was an all-time high of $13½ BILLION. Between 1950 and 1959, the average size of the



Southern farm increased from 148 acres to 217 acres . . . and the average value of land and buildings increased from $8,654 to $22,426.

Farm families who are buying more land and constructing new homes and other farm buildings are good customers for whatever you have to sell. Your direct route to sales in this market is your advertising in the magazine that tells these prosperous families how to farm and how to build – The Progressive Farmer, with 1,411,000 subscribers (more than 5,785,000 readers) in the 16 Southern states.

The South Subscribes to The PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

GROWTH AND THE

CAHNERS PUBLISHING COMPANY, INC. • CAHNERS BUILDING • BOSTON 16, MASSACHUSETTS

COMPANY'S METHOD

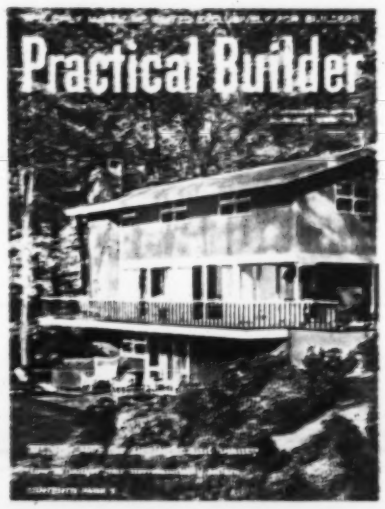
Cahners Publishing Company has grown to the fourth largest industrial publishing company in the nation. In the past three years alone its total dollar volume has grown more than 600%.

Planned growth is the key to the company's operating method. It is made possible by the joint efforts of a "hot" publishing team. Since each growth development produces newer and greater opportunities for the individual members of this team, growth becomes a constant incentive for achievement.

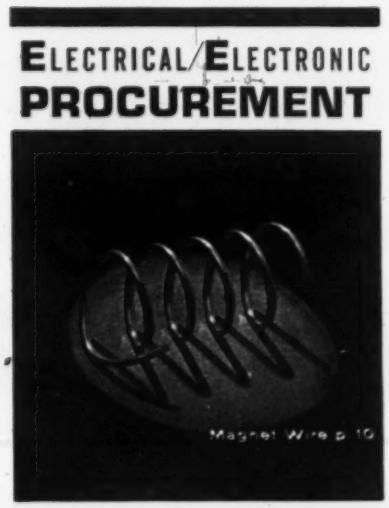
A team like this works at its most creative level, and the magazines it produces are consistently superior. Readers find the difference meaningful. Advertisers find the difference profitable.

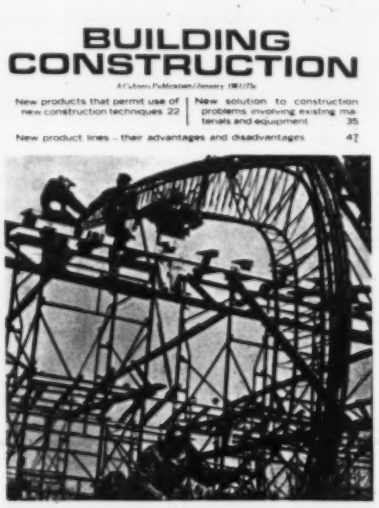
If you seek a climate of excellence for your advertising, you need look no farther than the growth magazines of Cahners Publishing Company.

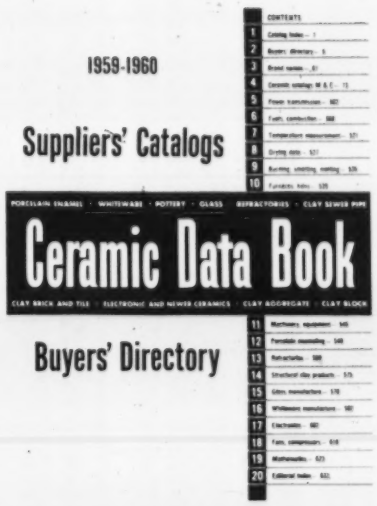
CAHNERS PUBLISHING COMPANY, INC.
Cahners Building, Boston 16, Massachusetts
14 Offices Conveniently Located to Growing Industry

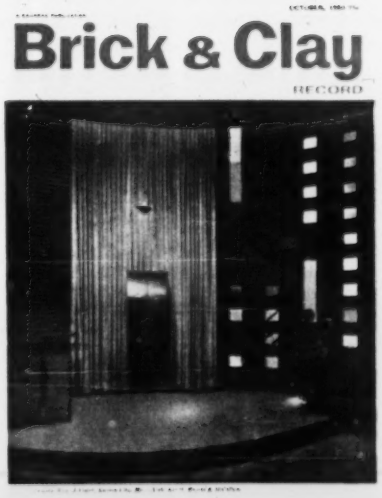


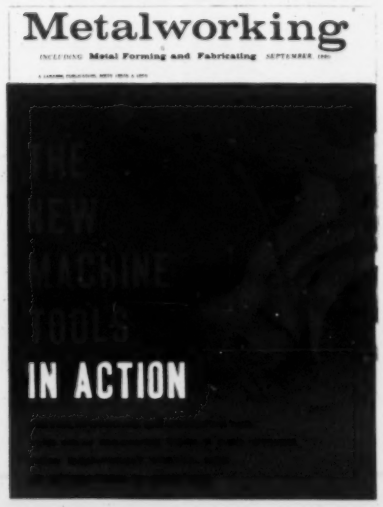
CAHNERS PUBLISHING

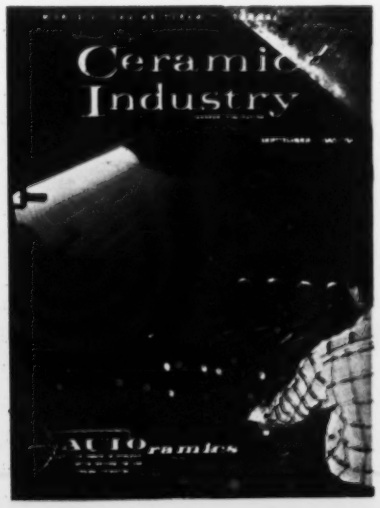


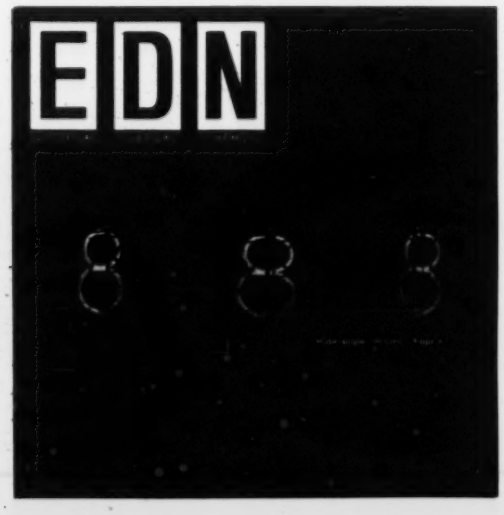

BUILDING
CONSTRUCTION
New products that permit use of new construction techniques 22
New solution to construction problems involving existing materials and equipment 35
New product lines – their advantages and disadvantages 47











Along the Media Path

KSET, El Paso, saluted boys' baseball with a July 4 hot dog party for about 850 Optimist Club baseball players and their families.

• In a salute to the National 4-H Foundation's International Farm Youth Exchange, **WLW**, Cincinnati, was host on July 1 to some 60 former and present IFYE participants at a chicken barbecue dinner at its Everybody's Farm, near Cincinnati. The station's 90-minute noontime broadcast, "Everybody's Farm," was devoted to the IFYE program.

• The **Providence Journal Co.**, Providence, R. I., will erect a rotogravure plant in the fall to serve New England and other newspapers, as well as the *Journal-Bulletin*.

• The Fifth International Food Congress & Exhibition will be featured in the 1962 edition of the **Grocery Industry Directory of Metropolitan New York**, which will be available for distribution in early January.

• **WDSU-TV**, New Orleans, is installing Visual Electronics' Visual 6000 television program automation system which is designed to provide smooth programming during the station break period and at the same time reduce the technical operator's work.

• Two teen age students, one from Greenwich, Conn., and the other from North White Plains, N. Y., have been named winners of the Youth TV Writer Script competition, sponsored by **WABC-TV**, New York. The two winners have been retained by the station for the summer months to develop their entries into possible half-hour programs for fall presentation.

• **Commerce Magazine**, Chicago, received a special award for general excellence from the American Assn. of Chamber of Commerce Publications in its annual competition among Chamber publications. The Chicago Assn. of Commerce & Industry's monthly business magazine was adjudged first in editorial content; graphic display; annual report category for its special annual report section in February; and first in the special issue category for its annual business review in March.

• A color foldout section portraying Frank Lloyd Wright's plan for "the perfect city of tomorrow," will be published by **American Weekly** July 30.

• Northern California Television-Radio Council for Tuberculosis Education has presented an award to **KRAK**, Sacramento, for outstanding service in improving community health in the fight against tuberculosis.

• Plastic bats were mailed to agency personnel recently to promote American Bakeries Co.'s sponsorship (for Taystee bread) of the Minnesota Twins baseball games on **WTCN-TV**, Minneapolis.

• "Inside Outdoor," a survey probing consumer attitudes toward radio and outdoor advertising, has been published by the **Radio Advertising Bureau**, 460 Park Ave., New York 22.

• The 10th annual rotogravure supplement, "Delaware Valley, U.S.A.," will be published by the **Philadelphia Inquirer** Oct. 10.

• In connection with local restaurants, **WNTA**, Newark, N.J., is holding "kaffeeklatches" daily. Each day station personalities announce that listeners can get a "cup of coffee on WNTA," if they present themselves at a certain restaurant and ask for their "WNTA cup of coffee." A different restaurant is featured each day; any one restaurant's participation in the promotion is limited to once a week.

• A special "Banking Is Your Business" supplement will be published by the **Chicago Tribune** Sept. 26.

• The **San Francisco Examiner** is now offering free to its help wanted advertisers from outside the immediate Bay area an interviewing facility, complete with private rooms, receptionist and telephone answering service.

• **KGW**, Portland, has purchased a helicopter which will be used exclusively by its news staff to gather information for its listeners on traffic conditions, forest fires, accidents etc.

• A new film from **Redbook**, titled "*Redbook's* Young Adults—How They Live," was premiered for Chicago admen July 14. The 17-minute film, which features unrehearsed discussion and action by *Redbook* readers, was produced by On Film Inc., Princeton, N.J.

• **Department of New Laurels:** Effective January, 1962, **Woman's Day** will increase its circulation guarantee from 5,000,000 to 5,500,000. #

Hollingberry Nelson Lego Norman Henry Disney

FLOATING LUNCH—*When George P. Hollingberry Co., radio and tv rep, decided to host Chicago agency time buyers at lunch, it didn't hire a hall—it chartered an excursion boat and took guests to lunch out on Lake Michigan. Acting as genial hosts were George Hollingberry, aided by Warren Nelson and John Lego. Among those enjoying the beer and sandwiches were Fred Norman of J. Walter Thompson and Tom Henry and Mike Disney, both with D'Arcy Advertising.*

Gifford Davidson Anderson

CHAMPAGNE GALA—*Eleanor Gifford, home economist of Oscar Mayer & Co.; Don Davidson, associate manager of Ladies' Home Journal's Chicago sales office, and Mabel Anderson, vp of J. Walter Thompson Co., were among the guests that attended a champagne reception, sponsored by Ladies' Home Journal, preceding a luncheon held by the Home Economists in Business during the recent American Home Economics Assn. convention in Cleveland.*

HARRINGTON, RIGHTER & PARSONS, INC.
national representatives

5 Good Reasons

... why Fort Wayne, Indiana belongs on your "A" schedule

1 **611,300 PEOPLE** who have $1,256,143,000 to spend each year. SRDS 5/61

2 **$763,922,000 RETAIL SALES** Are you getting your share?

3 **GUARANTEED COVERAGE**--by The News-Sentinel and The Journal-Gazette in 15 counties, including 127 prosperous cities and towns.

4 **ROP COLOR**--Any 1, 2 or 3-color combination and Hi-Fi color inserts available Monday-Saturday.

5 **MERCHANDISING AID**--Route List, Monthly Grocery, Drug and Liquor Merchandiser, tie-in solicitation, regular and special mailings to trade.

FREE Write today! Reserve your copy of the new, fact-filled Golden Zone Market Book.

FORT WAYNE INDIANA'S GOLDEN ZONE

FORT WAYNE NEWSPAPERS, INC., Agent

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

Scott Aiken Robinson DaBecco

SWAMPED—*KQV, Pittsburgh, announcers Dave Scott, Larry Aiken and Henry DaBecco sit on a sea of mail received during the station's "Two Million TV Stamp Give-Away" promotion. Carol Robinson, station receptionist, holds sign giving the total number of entries received during the eight-week campaign. Each day six listeners were awarded 12,000 Top Value stamps and as a grand prize wind-up, each of the announcers awarded an entrant a bonus of 100,000 Top Value stamps. Entry forms were available at Kroger supermarkets, Sun Drugstores, Autenreith Dollar Stores and any service station handling TV stamps.*

Donahue & Coe Adds 2

Cranston Print Works Co., New York, fabric printer and finisher, has appointed Donahue & Coe, New York, to handle its advertising. The account formerly was handled by Daniel & Charles, where it has been billing about $150,000. The new agency, however, estimates billings will be about $300,000. Donahue & Coe also has been named to handle Liquidometer Corp., New York, effective Sept. 1. O. S. Tyson formerly handled the account.

Hutchins Appoints Rafield

Hutchins Advertising, Rochester, has appointed Jack M. Rafield, formerly with Ted Bates & Co., New York, an account executive specializing in package goods. Hutchins has been elected to membership in the American Assn. of Advertising Agencies.

Katzif-George Adds One

Katzif-George-Wemhoener Advertising Co., St. Louis, has been named to handle advertising for Bardenheier's Wine Cellars, a St. Louis winery. Plans call for expanded market development in 20 states.

Brand to Griswold-Eshleman

David R. Brand has joined Griswold-Eshleman Co., Cleveland, as an account executive. Mr. Brand was formerly with Pen & Hamaker, Cleveland.

O'Brien to Gates-Bourgeois

John W. O'Brien has joined Gates-Bourgeois Advertising Agency, Cleveland, as an account supervisor. Mr. O'Brien was formerly with Trend Productions.

THE MAGAZINE OF THE PERFORMING ARTS

SHOW

Not to be confused with any other magazine, SHOW, Huntington Hartford's sparkling new magazine of the performing arts, will cut a swathe all its own. It will be a tasteful and artistic book for the sophisticated, arts-conscious adult.

COVERAGE—SHOW will cover the theatre (on and off Broadway), T.V., radio, motion pictures, opera, music, dance. It will do so authoritatively and entertainingly.

AUDIENCE—By its very nature and price ($1.00), by its point of view, SHOW will appeal to a high IQ and to a high IB (income bracket) "dress circle" audience.

CIRCULATION—Initially SHOW will have 100,000 guaranteed average circulation. Advertisers in the first three issues will be rate-protected throughout 1962, during which time circulation will be substantially increased.

DATES—SHOW will be a monthly. Its Oct. (premiere) issue will debut on Sept. 12. Closing date for premiere issue advertising: Aug. 1. Write, wire or call immediately.

SHOW / THE MAGAZINE OF THE PERFORMING ARTS / 140 EAST 57TH STREET / N. Y. 22, N. Y. / PLAZA 2-6161

Information for Advertisers

"Layman's Guide to Terms Used in Film Production," a glossary of terms used in the production of company films or film commercials, has been published by the **Assn. of National Advertisers**, 155 E. 44th St., New York 17. The guide is priced at $5.

• "Guides to Information Sources for Education in Distribution," listing several hundred sources of printed information that can be used in the study of marketing and allied fields, has been published by the **Dept. of Commerce.** Copies, priced at 20¢ each, are available from the Superintendent of Documents, U.S. Government Printing Office, Washington, or from any Department of Commerce field office.

• Two new studies, "Topeka, an Even Better Place to Reap Profits" and "The Quad-Cities, One of America's Great TV Markets," have been published by **Avery Knodel Inc.**, 720 Fifth Ave., New York 19. The Topeka study contains data on effective buying income, total retail sales, buying income per household and retail sales per household. The study on Rock Island, Moline and East Moline, Ill., and Davenport, Ia., includes information on population, effective buying power, drug sales, gasoline service station sales and food sales.

• "1961-'62 Buying Intentions of Wyoming & Western Nebraska Ranch & Farm Families," covering building plans, insurance plans, clothing purchases and farm machinery and equipment purchases, has been published by the **Wyoming Stockman-Farmer**, 110 E. 17th St., Cheyenne.

• The **Bekay Co.**, Kansas City, has introduced new types of ad discount tables for use in figuring agency discounts. The tables are set up similar to government withholding tax tables showing the 15% and 2% discounts available. The tables begin with $10 and jump by 50¢ gradations to $100. Then from $100 to $1,000 the gradations are by the $1. On each amount given, the table shows the gross amount, the 15% discount, the net total, the 2% discount of this and the final total. The entire set is priced at $5. Samples will be sent on approval. Additional information may be obtained from Bekay Co., 3 Manufacturers Exchange Bldg., Kansas City 5. #

Saran Wrap Offers Cookbook

A new 384-page cookbook, sponsored by Saran Wrap, product of Dow Chemical Co., Midland, Mich., will be offered to consumers following an August press introduction in New York, Chicago, San Francisco, and Los Angeles. The cookbook, selling for $1 and featuring over 150 brand name products, will be publicized via newspaper, radio, tv, and magazine ads. Books will be sold on a write-in basis.

Kennedy Elected Club Head

Richard F. Kennedy, of the *Waukegan News-Sun*, has been elected president of the Illinois Daily Newspaper Markets, Peoria. Also elected were Byron Vedder, *Champaign-Urbana Courier*, 1st vp; J. E. McNaughton, *Effingham Daily News*, 2nd vp; and Thomas E. West, *Morris Herald*, secretary-treasurer.

Briggs Appoints One

Robert Nowack, formerly assistant sales manager of Ironrite, Mt. Clemens, Mich., manufacturer of ironing machines, has been appointed manager of sales promotion and advertising of Briggs Mfg., Warren, Mich., manufacturer of plumbing fixtures.

Sterline Names Ruffa

Sterline Plastics Co., Union, N.J., has appointed Gregory Ruffa Advertising, Plainfield, N.J., to handle advertising for its line of school and stationery products and a group of plastic products. E. G. Grant Advertising, New York, formerly handled the account.

Saussy Adds Simplex Mfg.

Simplex Mfg. Corp., New Orleans, kart manufacturer, has appointed Walker Saussy Advertising, New Orleans, to handle its advertising. Verne Kirby Advertising, New Orleans, formerly handled the account.

What do you think of Advertising?

ADVERTISING CLUB OF FAIRFIELD COUNTY

TEAR OUT THESE COUPONS AND SAVE FOR FUTURE USE

AD CHECK—*The new Advertising Club of Fairfield County ran this ad in the Hour, Norwalk, Conn., asking the public to fill in coupon on ads they find offensive. The ad follows the "Cleveland plan" launched by the Cleveland Advertising Club several months ago (AA, May 15).*

"We read A&SP

According to Mr. Bensen: "The soft drink business relies on sales promotion to a greater extent than many others. At Canada Dry, for example, over 30 per cent of our U. S. advertising and promotion budget for the Carbonated Division is allocated to sales promotion."

Choosing self-liquidating premiums is an important concern of both Messrs. Bensen and Caust, and keeping up with trends in the field has led to such Canada Dry offerings as thermo-bags and miniature trucks.

The Messrs. Bensen, Caust and Reilly and the Canada Dry Corporation are typical of the advertising-sales promotion professionals and important buyers of advertising products and services you reach in the pages of Advertising & Sales Promotion.

In business in the United States since 1925, Canada Dry now owns and operates 20 plants in major markets and licenses 175 bottlers in local markets throughout the country. The corporation, in its 1960 report, showed sales of over $100,000,000.

The Canada Dry sales promotion program for its Carbonated Division — created and controlled in Mr. Bensen's department — makes extensive use of point-of-purchase materials, premiums and giveaways to the trade. Mr. Bensen also is responsible for packaging and label design, which he carries out with the counsel of Raymond Loewy Associates. Recent changes in soft drink packaging, for example, have resulted in a full new line of canned beverages. A portion of the company's promotion budget also is devoted to the purchase of audio visual materials. In making sales presentations to volume buyers, salesmen are aided by the use of flip cards, slide films and filmstrips.

All of these promotion activities are in addition to the Canada Dry advertising effort which includes schedules in national consumer and trade publications and network television. In local markets, the company sponsors newspaper, outdoor and transit advertising, as well as spot radio and tv commercials.

Dow Appoints Two

Keith E. Comey, previously manager of advertising and sales promotion of Ben-Mont, Dow Chemical Co., Dobeckmun division, Bennington, Vt., has been promoted to manager of product planning and promotion of the company. Paul E. Lamoureux, formerly assistant advertising manager of Millers Falls Co., Greenfield, Mass., tool manufacturer, succeeds Mr. Comey.

AANR Chapter Elects Shields

Warren L. Shields, of Johnson, Kent, Gavin & Sinding, has been elected president of the Boston chapter, American Assn. of Newspaper Representatives. Also elected were James F. Murphy, Moloney, Regan & Schmitt, vp; Frank Stevens, *Providence Bulletin-Journal*, treasurer; and James Inglis, Julius Mathews Special Agency, secretary.

Rosenbloom Adds Stenocord

Stenocord of America, New York, has named Irving J. Rosenbloom & Associates, Los Angeles and Chicago, to handle its advertising. The company produces a line of magnetic belt dictating systems.

Scott Drops Co-op, Adds National Media, Despite Dealer Beefs

MARYSVILLE, O., July 18—O. M. Scott & Sons has decided to pull its $1,000,000 cooperative ad program out by the roots and plant its green stuff in national and regional media, instead (AA, July 17).

The diverted dollars will bolster a 1961 budget that already includes "$1,000,000 for national space and $2,000,000 for direct mail," which has been Scott's main line of attack. (It was believed, however, that most of the co-op would be shifted to magazines and newspapers.)

■ The 95-year-old lawn care company, which does a $38,000,000 volume, explained: "The ad approach we were using wasn't communicating the story we had to tell people."

"In our field," continued Paul C. Williams, the president, who is his own ad manager, "the advice a consumer gets is as important as what's sold. And we sell a lawn care program, more than a product.

"On the other hand, dealers think in terms of the product—not the program. Thus, it's impossible for them to project the full story. We think national ads can do this, and at the same time broaden dealers' opportunities to grow," he said.

Mr. Williams defined Scott as a company that "doesn't like to pay for ads that are not in line with our thinking." He said it had been "difficult to get some customers to see eye to eye on how the money should be spent."

"You can apply certain rules to a medium-size account, but these won't work with a larger dealer," he added.

■ Most dealers who got the word from Scott last week didn't like it, according to Mr. Williams. "They feel it's going to have a serious effect on volume. But our feeling is that they have a good margin of profit and can afford to tap into our national schedule if they want to. I think we can convince them.

"After all, the concept of no co-op was accepted in the case of Arrow shirts and others. So why not Scott?"

In the past, Scott dealers have received co-op funds in ratio to their purchases. Scott furnished advertising materials and, with some department stores, helped on individual layouts and copy.

■ The company mails out a free "Lawn Care" bulletin regularly to consumers who return coupons found in Scott packages. After two years, lawn lovers can renew the book if they want. It has a 4,000,000 circulation, according to Mr. Williams.

Scott's media roster looks like this: Pages—some b&w and some in four-color—in *Life*, *Look* and *Suburbia Today* from February through September; a regional test program, using newspapers in six major metropolitan markets; and an occasional ad in *Sunset Magazine*. No business papers are used, but "there's direct mail to dealers by the bushel."

The company said its "highly selective distribution," through 10,000 franchised dealers, is via department stores, hardware stores, and garden and nursery outlets in all states but Hawaii and Mississippi. Main market concentration is east of the Rockies and the Seattle-Los Angeles belt.

Products include Scott grass seed; a fertilizer, four different brands of weed control (Halts, Bonus, Clout and Kansel); Haze and a Zephyr application for Rose Care, and minor lawn care items.

■ Changing its mind about advertising is nothing new at Scott. Last January it took its account away from Geer, DuBois & Co. and gave it to Young & Rubicam, in anticipation of a "greatly expanded" effort in national magazines. Ten weeks later the company had a change of heart and renamed Geer, DuBois, with the explanation: "It was bad timing on our part." The billings figure mentioned at the time was $1,000,000. #

Farm House Names Grey

Ward Baking Co., New York, has appointed Grey Advertising, New York, to handle its Farm House Frozen Foods division. Grey also handles the rest of the Ward account. The division was formerly at Smith/Greenland Co., which is now handling one of Farm House's competitors, Wagner Baking Corp. (AA, June 26).

Magro Appoints Kean

Kenneth A. Kean has joined John L. Magro Advertising, Cincinnati, as an account executive. Mr. Kean was formerly advertising production manager and district sales manager of the Dodge division of Chrysler Corp., in Detroit and Cincinnati.

thoroughly"

say:

F. E. BENSEN, Jr.
Advertising Manager

DAN CAUST
Sales Promotion Manager

T. P. REILLY
Buyer of Sales Promotion Materials

OF THE U. S. CARBONATED DIVISION,
Canada Dry Corporation

The major part of the CD sales promotion program, however, centers around point-of-purchase materials. The Messrs. Caust and Reilly, shown considering a lithographed display, note that such p-o-p items, together with others as instore and outdoor signs, decals and display racks, are among those which account for the expenditure of approximately $1,000,000 annually.

Mr. Bensen and his colleagues say: "We find Advertising & Sales Promotion an ideabook for all phases of our promotion activity. Its 'how to do it' approach is a rewarding timesaver, and that's why we read A&SP thoroughly."

A&SP Advertising & Sales Promotion
FORMERLY ADVERTISING REQUIREMENTS

200 E. Illinois St. • Chicago 11, Ill.
630 Third Ave. • New York 17, N. Y.

Snelgrove Named to Ad Post

American Hospital Supply Corp., Evanston, Ill., has appointed George F. Snelgrove advertising supervisor of its hospital supply division. Mr. Snelgrove was formerly assistant director of ABC Affiliated Distributors.

Hughes Agency Adds One

General Fibre Box Co., West Springfield, Mass., has appointed E. J. Hughes Co., Springfield, as advertising agency. General Fibre is a subsidiary of Longview Fibre Co.

Steck Cassidy Beauchamp Kunkel Hornaday

NEW OFFICERS—*Reginald E. Beauchamp, Philadelphia Bulletin, newly elected president of the Poor Richard Club, Philadelphia, is surrounded by his new officer team: James T. Cassidy, Cassidy-Richlar Distributing Co., 1st vp; Jack Steck, Radio Station WFIL, 2nd vp; Andrew C. Kunkel, Breyer Ice Cream Co., treasurer; and James H. Hornaday, Presbyterian Life, secretary.*

IT'S BACON'S for COMPLETE COVERAGE of MAGAZINES!

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd
Chicago 4, Illinois
WAbash 2-8419

● There's only one way to get complete and reliable clipping coverage of magazines. BACON'S is the specialist in magazines. 25 years experience has built a complete list and unmatched methods for clipping accuracy. BACON'S is a must!
Ask for Bulletin 59

OUR READING LIST
Published as complete publicity directory. BACON'S PUBLICITY CHECKER
—now with quarterly revisions. 100% accurate. 352 p.p —$25.00. Send for your copy today!

Lescarboura Adds Seven

Lescarboura Advertising Inc., Ossining, N.Y., has been named to handle advertising for Curtis Instruments, Mount Kisco, N.Y.; Custom Components, Caldwell, N.J.; Microwave Components, Doylestown, Pa.; Pennsylvania Testing Laboratory, Doylestown; Scientific Educational Aids Corp., Doylestown; Starflite Inc., White Plains, N.Y.; and Trans-Magnetics Inc., Long Island, N.Y.

FCC Form Would Probe Ad Standards

WASHINGTON, July 18—The National Assn. of Broadcasters has put its stamp of approval on the Federal Communications Commission's proposed new form for broadcast programming.

NAB President LeRoy Collins said last week that the form represents a "net improvement over the old form" because it would reflect "more accurately past and proposed operations" of stations.

While the form imposes greater administrative burdens on stations, and will be "more onerous" to small stations, NAB said it believes it is possible for any station to complete the form without outside special assistance.

FCC's action was taken on a six-to-one vote, with Chairman Newton N. Minow concurring but adding that he would have asked broadcasters to list how many public affairs programs they carried. The proposal evolved out of the commission's "interim" report of last July (AA, Aug. 1) and clarifies FCC's original proposal of last February (AA, Feb. 20).

■ The contemplated changes, which broadcasters have until Sept. 7 to comment on, would require, among other things:

1. A description of the service area, including population and interests.

2. Broadcasters to assess the needs of the area and tell how the station provides for such needs and how complaints are handled.

3. More information on "opportunities for local expression and presentation of controversial issues, including editorials."

4. Data on program types, such as religious, agricultural, sports, educational, news and entertainment.

■ In addition, broadcasters will be asked to supply FCC with information as to whether their stations belong to any broadcasting code and what measures they've taken to "supervise and insure" the maintenance of "appropriate" programming and advertising standards. #

'Inventions Report' Bows

Trans American Inventions, Dallas, has launched a new monthly publication, *Inventions Report*. The publication will list more than 300 inventions in each issue. Future plans are to accept advertising, however, rates have not yet been set. About 10,000 copies of the first issue were mailed to companies across the nation May 18. Subscription price is $36 per year.

James Lees Plans Push

James Lees & Sons, Bridgeport, Pa., will promote its new deep pile 100% wool-faced carpet fabric with full color pages in *Look* and *Reader's Digest*, supplemented with space in 314 newspapers on Oct. 8. Newspaper advertising will include local dealer tie-ins and use of Sunday supplements, including *Family Weekly*, *Parade*, *Sunday* and independents. N. W. Ayer & Son is the agency.

Direct Mail Club Elects Welti

Carl Welti, Detroit Edison Co., has been elected president of the Direct Mail Club of Detroit. Other new officers include John Rossel, National Mailing Corp., 1st vp; Fred Kempster, Detroit diesel engine division, General Motors Corp., 2nd vp; Louise Leidig, Vickers Inc., secretary; and Les Finley, National Bank of Detroit, treasurer.

Olsen Appoints Can.

Fred G. Camp has joined Olsen Publishing Co., Milwaukee, as a sales representative. Mr. Camp, formerly with *Chain Store Age*, will represent *Ice Cream Review*, *Milk Dealer*, *Milk Products Journal* and *Dairy Industries Catalog* in the New York City and New England areas.

'Foreign Affairs' Sets Rate

Foreign Affairs, New York, has begun accepting color ads and has announced a four-color page rate of $700. The quarterly, published by the Council on Foreign Affairs, recently began using a new front section printed on coated stock, a departure from its longtime use of antique book paper (AA, April 3).

the newspapers that PRINT MORE PAGES THAN ANY OTHER IN FLORIDA*

It stands to reason, if we print more pages, we must carry more advertising . . . if we carry more advertising, we must have the mostest market . . . if we print more pages, we must carry the most news . . . if we carry the most news, we must be serving our readers the mostest.

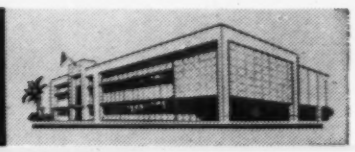
FOLIO PAGES — 1960

Orlando Sentinel-Star**	39697
Miami Herald	37150
Tampa Tribune & Times**	35020
Jacksonville Times Union & Journal**	33478
St. Petersburg Times	26868
Miami News	18144
St. Petersburg Independent	12012

Source: Media Records
** Morning and Evening Editions

MARTIN ANDERSEN
Editor/Owner/Galley Boy/Ad Writer Morning-Evening-Sunday

Orlando Sentinel-Star
ORLANDO, FLORIDA



Montana NEWSPAPER Group

DELIVERS 3/4 MONTANA at big discount savings!

Only 63c a line (78c bought individually) puts your ad in this prime market area. A great "package buy" . . . with frequency and bulk discounts available now.

164 Advertisers have proved it profitable!

Ask Jann & Kelley, Inc.
National Representatives

McGraw-Hill publications reach your most important customers and prospects in these major markets:

AEROSPACE
Aviation Week and Space Technology

ARCHITECTURE
Western Architect & Engineer

APPLIANCE-RADIO-TV
Electrical Merchandising Week

ATOMIC ENERGY
Nucleonics

BUSINESS MANAGEMENT
Business Week

COAL MINING
Coal Age

CHEMICAL PROCESS INDUSTRIES
Chemical Engineering
Chemical Week

CONSTRUCTION
Construction Methods & Equipment
Engineering News-Record

DISTRIBUTION-INDUSTRIAL
Industrial Distribution

ELECTRICAL CONSTRUCTION AND MAINTENANCE
Electrical Construction & Maintenance

ELECTRICAL GOODS
Electrical Wholesaling

ELECTRICAL UTILITIES
Electrical World
Power
Electrical West

ELECTRONICS
Electronics

INSTRUMENTATION AND CONTROL
Control Engineering

MANUFACTURING PLANT OPERATION
Factory

METAL & NONMETALLIC MINING
Engineering and Mining Journal
E&MJ Metal & Mineral Markets

METALWORKING
American Machinist/Metalworking Manufacturing

OFFICE TRAINING
Today's Secretary
Business Education World

PETROLEUM
National Petroleum News

POWER
Power
Electrical World
Electrical West

PRODUCT DESIGN
Product Engineering

PURCHASING-INDUSTRIAL AND BUSINESS
Purchasing Week

TEXTILES
Textile World

TRUCK AND BUS FLEETS
Fleet Owner

OVERSEAS PUBLICATIONS
International Management (Latin America and European Editions)
The American Automobile
El Automovil Americano
Ingenieria Internacional
Industria
Ingenieria Internacional
Construccion
Metalworking Production (London)

housewares
Electrics Trade Predicts Big Second Half
Electric housewares manufacturers were smiling last week as they looked over their sales figures and predicted that the ne
will be the
has
ing forward to the
Show and their
the second half
Electrical Merchandising Week 6/19/61

Whatever your major markets,
this is the time
for you to be selling hard.

The company that really goes after more business can get more business today. Consistent advertising in McGraw-Hill publications is a proven, economical way to arouse prospects' interest... make sales.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

COPYRIGHT FAWCETT PUBLICATIONS, INC., 1961

5,500,000

Woman's Day guarantee effective January Issue 1962—5,500,000 —an increase of 500,000 over the present guarantee. During the last quarter 1961 (October, November, December) Woman's Day will deliver to advertisers a total bonus of over 3,500,000. No increase in cost per thousand.

The fastest growing magazine in the woman's service field

Woman's Day

A FAWCETT PUBLICATION

July Pages and Linage in Consumer Magazines

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

Weeklies, Bi-Weeklies, Semi-Monthlies (June)

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
†Commonweal	13.9	14.6	79.0	113.0	5,838	6,132	33,180	47,502
Cue	76.0	71.3	431.0	446.5	32,603	30,601	184,892	191,543
Down Beat	39.1	41.2	299.2	268.0	16,436	17,290	125,678	112,560
Grit	22.5	22.2	140.0	152.2	22,485	22,202	140,022	152,157
†Life	298.8	288.7	1,597.4	1,758.4	203,178	196,289	1,086,200	1,195,739
Look	137.3	153.2	756.4	787.1	93,384	104,142	514,325	535,214
§Newsweek	205.5	243.7	1,289.0	1,513.9	86,310	102,354	541,380	635,838
§New Yorker	307.7	352.6	2,340.5	2,560.6	132,019	151,257	1,004,094	1,098,470
‡National	307.7	346.1	2,340.5	2,507.3	132,019	148,497	1,004,094	1,075,629
‡Sectional	—	23.0	—	189.1	—	9,856	—	81,124
Presbyterian Life	13.3	9.1	79.9	79.8	5,606	3,826	33,633	33,591
The Reporter	30.7	35.5	282.3	215.8	12,884	14,926	118,565	90,658
Saturday Evening Post	161.8	253.0	1,089.6	1,535.7	110,025	172,065	740,931	1,044,291
Saturday Review	68.4	62.9	538.8	582.4	28,722	26,406	226,312	244,569
‡Sporting News	26.1	28.0	114.3	105.5	28,329	30,368	124,000	114,464
Sports Illustrated	153.5	165.7	939.4	982.5	64,465	69,612	394,684	412,666
†Time	218.8	242.0	1,329.9	1,596.4	91,875	101,594	558,544	670,460
TV Guide	65.9	46.6	472.1	329.0	11,992	8,484	85,920	59,869
U. S. News & World Report	192.1	249.6	1,232.9	1,504.2	80,640	104,832	517,818	631,764
Total Group	2,031.4	2,279.9	13,011.7	14,531.1	1,026,791	1,162,380	6,431,178	7,271,355

‡Not included in totals. §Total represents national advertising plus sectional at a reduced decimal equivalent. †Five issues June 1961; four issues June 1960. ‡Four issues June 1961; five issues June 1960.

Women's

	Pages				Lines			
	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960
†Bride & Home	100.4	109.4	325.5	328.1	63,351	69,123	205,791	207,377
†Bride's Magazine	185.9	185.9	549.4	571.3	117,489	117,489	347,221	361,062
Family Circle	43.3	34.7	316.4	336.7	18,576	14,886	135,735	144,444
Good Housekeeping	49.2	57.3	540.5	617.1	21,098	24,594	231,895	264,752
Ladies' Home Journal	34.9	60.5	437.9	542.6	23,756	41,154	297,802	368,948
McCall's	52.8	61.5	595.1	594.9	35,887	41,821	404,641	404,564
Modern Bride	109.1	109.9	417.4	410.3	68,970	69,444	263,790	259,291
Parents' Magazine:								
*National Edition	35.9	39.7	389.7	442.1	15,422	17,035	167,273	189,643
Metropolitan New York Edition	38.6	45.9	420.0	486.9	16,564	19,682	180,243	208,841
‡Pacific Mountain Edition	—	40.1	107.6	453.0	—	17,220	46,134	194,312
Seventeen	60.6	54.8	695.3	730.1	34,428	37,256	472,833	496,446
Woman's Day	29.4	29.5	261.9	278.9	12,618	12,658	112,368	119,655
The Workbasket	23.4	27.5	216.0	253.8	4,589	5,388	42,340	49,760
Total Group	753.5	856.7	5,272.7	6,045.8	432,748	487,750	2,908,066	3,269,095

†Published quarterly in January, April, July and October. *Includes sectional linage prorated to circulation for regional edition and average decimal for partial runs. ‡No Pacific Mountain edition July 1961.

General

American Forests	10.4	9.1	96.3	117.3	4,368	3,822	40,446	49,266
American Legion	12.4	12.6	103.3	103.2	5,197	5,279	43,386	43,349
Argosy	12.8	13.6	132.7	126.3	5,514	5,846	57,011	54,167
Atlantic	18.8	29.3	277.5	300.8	7,910	12,306	116,554	126,352
‡Car & Driver	24.3	44.9	218.8	271.6	10,214	18,866	91,879	114,089
Cavalier	8.5	20.3	98.7	156.2	3,657	8,748	42,346	67,045
Christian Herald	15.7	17.6	201.8	221.6	6,740	7,577	86,629	95,221
Columbia	7.4	5.4	63.0	64.9	3,125	2,245	26,467	27,257
Coronet	23.3	40.0	306.3	403.0	4,194	7,200	55,134	72,540
Cosmopolitan	29.3	21.9	194.7	166.0	12,558	9,388	83,538	71,230
Ebony	61.9	75.5	457.0	535.0	42,102	51,384	310,817	363,813
††Elks Magazine	9.5	8.9	87.1	89.0	3,980	3,762	37,769	38,437
†Esquire	31.6	49.5	443.9	520.8	21,235	33,264	298,301	349,978
Extension	15.2	12.6	108.3	101.6	10,436	8,680	74,455	69,952
Flying	51.5	45.1	350.9	386.0	21,638	18,938	147,370	162,107
Golf	27.7	18.4	166.1	100.8	11,869	7,897	71,256	43,254
Golf Digest	32.6	34.9	222.7	205.7	6,394	6,833	49,764	45,607
Gourmet	15.7	22.8	188.8	208.6	6,733	9,772	80,975	89,475
Harper's Magazine	21.0	28.3	271.7	283.1	8,810	11,925	114,117	118,888
Hi Fi/Stereo Review	32.7	22.8	312.9	279.8	13,717	9,580	131,410	117,508
High Fidelity	36.9	41.7	373.6	419.7	15,498	17,514	157,452	176,274
Holiday	50.1	65.6	644.8	760.9	34,049	44,600	438,450	517,390
Hot Rod	37.1	49.5	245.7	309.4	15,596	20,776	103,222	129,878
Improvement Era	24.1	23.5	163.3	179.0	10,130	9,884	68,570	75,195
Kiwanis Magazine	6.4	4.4	70.9	50.2	2,692	1,839	29,771	21,082
Motor Boating	94.6	112.1	960.7	1,209.9	55,603	65,942	564,871	711,449
Motor Life	8.1	16.7	85.9	114.8	3,388	7,028	36,050	48,230
Motor Trend	18.2	20.3	128.3	170.5	7,658	8,540	53,828	71,638
National Geographic Magazine	26.8	30.6	299.6	354.8	6,185	7,135	70,905	84,069
Playboy	25.0	16.3	233.5	158.8	10,480	6,858	98,068	66,698
Popular Boating	64.9	69.8	689.4	705.3	38,138	41,048	405,373	414,722
Popular Photography	68.7	72.9	458.3	496.6	28,837	30,610	192,478	208,568
Promenade	9.5	12.1	112.1	127.7	4,040	5,186	47,981	54,787
Reader's Digest	55.0	60.8	499.8	501.6	10,010	11,073	90,971	91,286
Redbook	32.9	35.2	291.2	266.9	14,112	15,110	124,925	114,502
Road & Track	30.3	34.9	215.6	227.0	12,726	14,658	90,552	95,340
Rotarian	9.6	4.0	98.6	50.5	4,038	1,688	41,395	21,198
Today's Health	15.5	18.5	132.7	148.6	6,690	7,952	56,845	63,764
Together	8.5	9.7	69.8	66.6	3,649	4,146	29,938	28,614
Town & Country	40.5	42.1	434.5	475.6	25,659	26,674	274,683	301,155
True	16.5	15.2	215.1	186.6	7,078	6,534	92,291	80,056
V. F. W. Magazine	9.7	6.5	73.1	69.8	4,077	2,749	30,691	29,327
*Yachting	106.4	121.1	1,083.5	1,092.7	62,563	71,207	637,098	642,508
Total Group	1,257.6	1,417.0	11,882.5	12,784.8	593,287	672,063	5,696,032	6,167,265

NOTE: American Artist, Grade Teacher and Instructor not published July or August; next issues are September. Lion Magazine special issue for July (honoring deceased founder), carried no advertising. †Total represents national advertising plus sectional at reduced decimal equivalent. *1961 figures include sectional linage prorated to circulation of Western Yachting. ‡Formerly Sports Cars Illustrated. ††Changed from 429-line page to 420-line page July 1961.

Home

American Home	24.3	24.2	261.2	280.5	15,373	15,315	165,102	177,241
Antiques	51.6	54.3	417.7	436.5	15,178	15,950	122,795	128,331
Better Homes & Gardens	49.3	51.5	447.4	610.5	31,182	32,549	282,739	385,845
Flower & Garden	15.0	15.9	252.7	287.2	6,303	6,699	106,114	120,662
Flower Grower	27.5	23.6	331.0	381.9	11,528	9,891	139,023	160,413
House Beautiful	37.1	43.5	517.5	631.6	23,457	27,523	327,058	399,175
House & Garden	32.1	34.3	460.0	515.9	20,306	21,705	290,740	326,026
†Living for Young Homemakers	23.4	27.7	314.0	433.9	14,762	17,508	198,476	274,227
Popular Gardening	28.5	22.3	339.7	369.6	11,969	9,553	142,663	155,236
Sunset Magazine	96.6	98.3	869.4	957.7	40,584	41,266	365,277	402,325
Total Group	385.4	395.6	4,210.6	4,905.3	190,642	197,959	2,139,987	2,529,481

†1960 cumulative figures include sectional linage prorated to circulation of regional editions.

Fashion

Glamour	45.5	47.0	598.1	604.5	19,511	20,144	256,599	259,336
Harper's Bazaar	30.1	40.0	563.2	566.4	19,045	25,349	355,956	358,016
†Mademoiselle	27.5	26.6	516.5	484.9	11,783	11,404	221,570	208,028
Vogue	21.2	44.2	719.7	896.1	13,383	27,950	454,835	566,366
Total Group	124.3	157.8	2,307.5	2,551.0	63,722	84,847	1,288,960	1,391,746

†Cumulative figures include sectional linage prorated to circulation of regional editions.

Movie-Romance-Radio-TV

Dell Modern Group:								
Modern Romances	18.0	24.5	133.8	180.9	7,708	10,516	57,396	77,576
Modern Screen	11.6	18.3	87.5	115.0	4,975	7,865	37,563	49,338
Screen Stories	9.4	15.7	73.3	97.8	4,027	6,749	31,467	41,956
Fawcett Women's Group:								
Motion Picture	9.5	16.0	75.6	100.0	4,091	6,838	32,441	42,858
True Confessions	15.3	21.0	121.3	162.3	6,547	9,020	52,036	69,654
Hillman Romance Group	1.5	3.5	18.6	28.0	660	1,507	8,040	12,159
Hillman Women's Group	23.8	18.4	116.2	135.3	10,226	7,910	49,995	58,234
Ideal Women's Group:								
Intimate Story	18.5	23.3	151.1	165.8	7,926	10,013	64,810	71,107
Movie Life	18.6	26.2	146.0	161.1	7,972	11,234	62,633	69,101
†Movie Stars	18.6	26.2	145.4	161.3	7,972	11,251	62,392	69,195
TV Star Parade	18.6	20.5	144.4	153.7	7,972	8,803	61,960	65,926
Personal" Romances	18.5	23.3	148.6	159.8	7,926	10,013	63,763	68,570
‡Macfadden Women's Group:								
Photoplay	19.5	24.4	122.2	166.5	8,345	10,481	52,428	71,427
True Experience	7.9	10.9	64.6	92.7	3,380	4,676	27,715	39,775
True Love Stories	7.9	9.7	64.0	92.1	3,392	4,155	27,457	39,502
True Romance	8.4	11.3	66.6	92.1	3,624	4,859	28,589	39,511
True Story	34.5	36.8	299.3	351.1	14,785	15,780	128,404	150,607
TV-Radio Mirror	7.2	9.3	52.9	74.6	3,080	3,971	22,686	32,010
*Screenland	8.5	11.4	84.3	74.7	3,642	4,870	36,186	32,039
Secrets Romance Group:								
Confidential Confessions	13.7	16.2	118,3	134.6	5,849	6,960	50,733	56,932
Daring Romances	13.7	16.2	118.3	134.6	5,849	6,960	50,733	56,932
Revealing Romances	13.7	16.2	117.9	132.7	5,849	6,960	50,590	56,946
Secrets	13.7	16.2	117.9	132.7	5,849	6,960	50,590	56,946
Total Group	330.6	415.5	2,588.1	3,099.4	141,646	178,351	1,112,607	1,328,301

†Formerly Movie Star TV Close-Ups. *Alternates bi-monthly with Silver Screen. ‡Formerly True Story Women's Group.

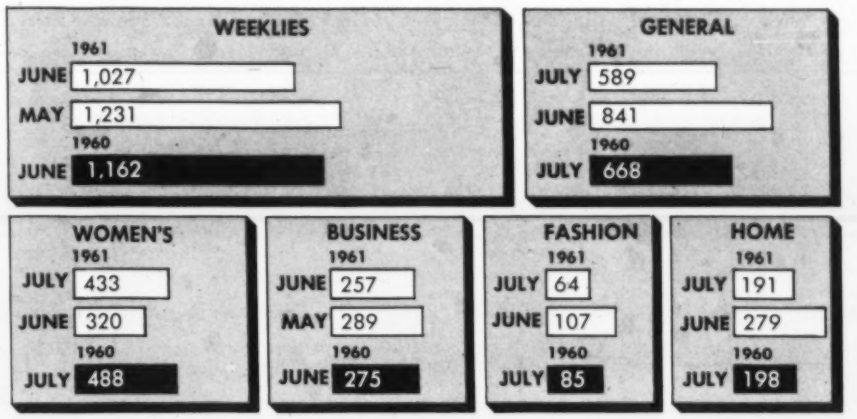
§Business (July)

Dun's Review & Modern Industry	45.7	52.0	484.6	573.7	19,193	21,844	203,315	240,566
Fortune	185.5	158.7	1,112.5	1,290.5	117,236	100,330	703,100	815,596
Management Methods	34.9	32.8	360.4	363.9	14,658	13,776	151,368	152,838
Nation's Business	35.1	45.9	328.2	406.2	14,748	19,278	137,837	170,577
Total Group	301.2	289.4	2,285.7	2,634.3	165,835	155,228	1,195,620	1,379,577

§Because current month linage figures for several publications are not yet available this group is broken into a July and a June section.

Magazine Linage Trend

Figures in Thousands



Business (June)

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
Barron's	80.9	62.3	522.3	465.4	53,047	40,874	342,651	305,307
Business Week	359.6%	431.5	2,020.7	2,529.2	151,049	181,247	848,698	1,062,277
†Financial World	66.8	64.9	304.4	288.7	28,071	27,276	127,855	121,276
Forbes	59.0	61.5	354.3	374.0	24,791	25,829	148,798	157,069
Total Group	566.3	620.2	3,201.7	3,657.3	256,958	275,226	1,468,002	1,645,920

†Four issues June 1961; five issues June 1960.

Farm Magazines

	Pages				Lines			
	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960
Farm Journal: (mon)								
‡Central Edition	52.4	50.3	571.8	613.2	22,496	21,562	245,319	263,081
‡Eastern Edition	44.3	50.3	492.9	514.4	18,993	21,561	211,440	220,685
‡Southeastern Edition	37.1	39.6	401.7	422.9	15,918	16,986	172,328	181,414
‡Southwestern Edition	38.3	39.8	412.5	430.9	16,418	17,057	176,979	184,848
‡Western Edition	48.9	42.9	489.9	519.4	20,994	18,415	210,154	222,816
Average 5 Editions	44.2	44.6	473.8	500.2	18,964	19,116	203,244	214,569
Progressive Farmer: (mon)								
‡Carolina-Va. Edition	37.6	47.5	472.3	538.1	25,574	32,326	321,187	365,890
‡Ga.-Ala.-Fla. Edition	39.8	48.9	482.5	538.3	27,038	33,241	328,105	366,044
‡Ky.-Tenn.-W. Va. Edition	35.5	47.2	438.7	499.7	24,170	32,093	298,302	339,818
‡Miss.-La.-Ark. Edition	40.0	48.5	449.7	492.0	27,226	32,997	305,797	334,555
‡Texas Edition	41.1	50.4	444.7	511.5	27,930	34,283	302,375	347,805
Average 5 Editions	38.8	48.5	457.6	515.9	26,388	32,988	311,155	350,822
Successful Farming (mon)	44.0	50.5	471.1	541.5	19,813	22,726	212,010	243,681
Total Group	127.0	143.6	1,402.5	1,557.6	65,165	74,830	726,409	809,072

‡Not included in totals.

Youth

American Girl	19.9	18.0	137.4	154.2	8,558	7,732	58,929	66,164
Boys' Life	16.3	21.0	178.3	196.3	11,219	14,278	121,276	133,506
Teen Magazine	14.3	12.1	85.5	105.7	6,020	5,082	35,952	44,352
Total Group	50.5	51.1	401.2	456.2	25,797	27,092	216,157	244,022

NOTE: Co-ed, Scholastic Magazine and Scholastic Roto not published June, July and August; next issues are September.

Mechanics & Science

Mechanix Illustrated	37.5	46.8	413.7	468.9	8,391	10,462	92,656	105,012
Popular Electronics	37.5	42.1	325.2	344.9	8,391	9,430	72,852	77,249
Popular Mechanics	62.7	74.3	658.8	751.3	14,038	16,646	147,577	168,291
Popular Science	51.5	79.4	594.2	684.4	11,543	17,789	133,093	153,303
‡Science & Mechanics	33.4	—	350.8	—	7,475	—	78,593	—
Total Group	222.6	242.6	2,342.7	2,249.5	49,838	54,327	524,771	503,855

†No July 1960 issue; bi-monthly publication at that time.

Outdoor & Sport

American Rifleman	48.3	51.3	324.4	329.0	20,771	22,067	139,506	141,201

(Continued on Page 76)

	Pages				Lines			
	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960
Field & Stream	42.8	48.6	445.9	488.1	18,342	20,848	191,273	209,409
Fur-Fish-Game	20.9	15.7	164.3	144.1	8,961	6,713	69,504	66,104
Guns	22.2	25.2	154.6	164.6	9,523	10,811	66,365	70,614
Outdoor Life	53.0	51.3	468.4	479.1	22,747	22,003	200,945	205,533
Sports Afield	35.8	41.1	382.1	411.4	15,368	17,658	163,935	176,485
Total Group	223.0	233.2	1,939.7	2,016.3	95,712	100,100	831,528	869,346
Detective & Fiction								
Dell Men's Group	5.3	7.7	64.8	81.4	2,293	3,310	27,796	34,881
Thrilling Group	8.5	9.2	57.0	63.2	1,905	2,066	12,773	14,167
Total Group	13.8	16.9	121.8	144.6	4,198	5,376	40,569	49,048
Newspaper Sections (I)								
(Nationally distributed with Sunday newspapers)								
The American Weekly	16.9	24.2	139.2	184.8	14,325	20,596	118,336	157,103
Family Weekly	38.2	37.5	275.6	266.2	32,528	31,847	234,404	226,170
Parade	47.4	50.5	345.5	380.2	40,328	42,925	293,686	323,206
This Week Magazine	54.0	52.5	423.0	489.0	45,874	44,657	359,554	415,625
Total Group	156.5	164.7	1,183.3	1,320.2	133,055	140,025	1,005,980	1,122,104

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
Newspaper Sections (II) (June)								
(All other newspaper sections)								
Chicago Tribune Magazine	166.2	142.5	1,083.4	1,021.8	141,275	121,085	920,866	868,493
New York Times Magazine	163.8	183.3	1,691.0	1,751.5	139,264	155,787	1,437,368	1,488,762
Philadelphia Inquirer	102.7	118.6	617.7	764.8	87,368	100,769	525,156	650,141
Suburbia Today	14.4	18.2	106.1	102.6	12,212	15,451	90,148	87,159
Total Group	447.1	462.6	3,498.2	3,640.7	380,119	393,092	2,973,538	3,094,555

	Pages				Lines			
	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960
Comics Magazines								
American Comics Group	7.0	7.0	49.0	49.0	2,646	2,646	18,522	18,522
Harvey Comics Group	8.0	8.0	56.0	57.0	3,024	3,024	21,168	21,546
National Comics Group:								
Blue Unit	4.5	3.5	31.5	34.0	1,701	1,323	11,907	12,852
Red Unit	4.5	3.0	30.0	35.0	1,701	1,134	11,340	13,230
Total Group	24.0	21.5	166.5	175.0	9,072	8,127	62,937	66,150
Canadian								
Canadian Homes	10.3	29.5	192.5	267.5	7,020	20,043	130,906	181,900
Chatelaine:								
Canadian Home Journal	33.9	31.2	416.3	437.4	23,031	21,200	283,108	297,456
†Revue Moderne	26.2	—	285.2	—	17,839	—	193,938	—
Liberty	18.3	29.3	136.9	168.7	7,851	12,141	58,660	72,211
Maclean's	51.1	72.9	442.5	517.8	34,770	49,573	300,865	352,094
*Le Magazine Maclean	15.1	—	146.1	—	10,246	—	99,362	—
The Montrealer	17.0	12.3	125.0	120.3	7,140	5,180	52,500	50,400
Reader's Digest:								
English Edition	60.3	89.8	607.8	661.5	10,966	16,335	11,061	12,039
French Edition	62.3	90.8	625.3	691.3	11,330	16,517	11,380	12,581
Revue Populaire	5.0	13.1	103.6	159.9	3,539	9,194	72,540	111,972
Samedi	7.9	17.6	75.3	108.3	5,539	12,374	52,716	75,811
‡Saturday Night	26.7	42.8	190.1	253.2	11,201	17,976	79,843	106,344
‡‡Time-Canadian	142.6	172.7	791.1	924.4	59,850	72,485	332,605	388,220
Total Group	307.4	386.5	3,156.5	3,132.7	139,271	162,557	1,267,036	1,166,464

†First published October 1960. ‡Not included in totals; as July figures were unavailable when this issue went to press June figures are shown. ‡Five issues June 1961; four issues June 1960. *First published March 1961.

	Pages				Lines			
	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960	July 1961	July 1960	Jan.-July 1961	Jan.-July 1960
Canadian National Weekend Newspapers (Rotogravure Linage)								
La Patrie	5.2	6.6	53.3	149.3	4,662	5,917	48,001	134,372
Perspectives	45.3	56.4	458.3	468.9	44,204	54,973	446,845	457,199
La Presse	54.3	77.9	527.2	560.4	48,884	70,131	474,537	504,448
Star Weekly	50.5	68.1	479.0	612.8	44,170	59,572	419,125	536,197
Weekend Magazine	58.6	69.9	594.9	640.1	57,132	68,161	580,071	624,116
Total Group	213.9	278.9	2,112.7	2,431.5	199,052	258,754	1,968,579	2,256,332
§Foreign (July)								
Hablemos	12.9	18.5	99.1	142.2	10,836	15,540	83,244	119,322
Popular Mechanics:								
Popular Mekanik (Danish)	14.5	16.0	124.5	160.5	3,045	3,360	26,145	33,712
PM (Dutch Edition)	8.8	6.4	83.7	67.4	1,848	1,344	17,587	14,158
Mecanique Populaire (French)	22.0	23.1	179.6	178.3	4,928	5,180	40,230	39,939
Populare Mechanik (German)	4.0	2.0	38.6	31.0	896	448	8,645	6,949
Mecanica Popular (Latin America):								
Brazil (Portuguese)	21.1	23.0	123.8	135.5	4,726	5,152	27,741	30,352
Mexican-Caribbean (Spanish)	19.0	24.4	131.5	176.3	4,256	5,460	29,455	39,480
So. Hemisphere (Spanish)	12.8	11.0	76.1	95.0	2,867	2,464	17,057	21,280
Popular Mekanik (Swedish)	4.5	5.9	56.9	78.4	945	1,232	11,940	16,464
Total Group	119.6	130.3	913.8	1,064.6	34,347	40,180	262,044	321,656

§Because current month linage figures for several publications are not yet available this group is broken into a July and a June section.

	Pages				Lines			
	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960	June 1961	June 1960	Jan.-June 1961	Jan.-June 1960
Foreign (June)								
Life International	81.1	79.6	453.0	482.0	55,165	54,230	308,040	327,760
European Edition	43.2	—	43.2	—	29,240	—	29,240	—
Life En Espanol	34.6	47.3	229.1	284.3	23,630	32,215	155,805	193,375
Mexican Edition	58.2	64.5	319.5	374.1	39,610	43,945	217,345	254,405
Caribbean Edition	53.6	66.1	343.3	410.5	36,550	44,965	233,495	279,225
Newsweek:								
Pacific Edition	88.7	101.2	605.0	640.5	37,254	42,491	254,112	269,010
European Edition	105.7	86.3	519.5	482.3	44,394	36,258	218,202	202,574
Reader's Digest:								
Arabic	30.5	42.0	186.0	234.5	5,551	6,888	33,852	38,458
Argentine	48.5	65.5	281.5	274.0	8,827	11,921	51,233	49,868
Australian	70.8	77.8	354.5	404.0	12,877	14,151	64,519	73,528
Austrian	58.0	73.0	368.0	380.0	10,266	13,286	65,136	69,160
Belgian	58.0	57.0	336.5	305.5	10,846	9,975	62,926	53,463
Brazilian	99.0	92.5	467.5	458.5	18,018	16,188	85,085	80,238
British	66.5	82.0	401.0	483.5	12,369	15,252	74,586	89,931
Caribbean	46.5	71.0	271.5	395.5	8,463	12,922	49,413	71,981
Danish	33.0	38.8	196.3	236.0	6,006	6,588	35,718	40,120
Dutch	53.0	63.5	376.5	373.0	9,646	11,557	68,523	67,886
Finnish	26.0	26.0	153.0	158.0	4,732	4,836	27,846	29,388
French	136.0	143.0	706.0	735.0	25,432	25,025	132,022	128,625
French-Swiss	30.0	36.0	205.0	173.3	5,610	6,300	38,335	30,333
German	100.0	112.0	671.0	668.0	17,700	20,384	118,767	121,576
German-Swiss	37.3	38.5	231.0	212.0	6,794	7,007	42,042	38,584
Iberian	114.5	93.0	544.5	449.8	20,496	16,926	97,466	81,853
Indian	58.0	53.0	332.0	298.0	10,823	9,646	61,752	54,236
Italian	92.5	95.5	507.5	480.0	16,835	16,426	92,365	82,560
Japanese	28.7	32.0	191.0	210.5	4,931	5,376	32,852	35,364
Mexican	42.5	60.0	244.0	270.0	7,735	10,920	44,408	49,140
New Zealand	38.5	38.5	227.0	197.5	7,007	7,007	41,314	35,945
Norwegian	39.0	50.0	306.0	269.0	6,708	8,500	52,632	45,730
Overseas Military	45.0	60.0	252.0	243.0	8,190	10,920	45,864	44,226
South African	84.0	76.5	416.5	450.0	15,624	13,694	77,469	80,550
Southern Hemisphere	18.5	22.0	108.0	126.0	3,367	4,004	19,656	22,932
Swedish	37.5	48.5	362.5	343.0	6,975	9,021	67,425	63,798
Time International:								
†Time-Atlantic	131.0	133.7	708.0	777.5	55,020	56,105	297,360	326,515
†Time-Latin American	108.2	95.1	506.4	566.2	45,430	40,285	212,660	237,790
*Time-Pacific	—	92.9	—	592.1	—	38,955	—	249,025
Time-Asia	112.0	—	569.5	—	47,040	—	239,155	—
Time-South Pacific	88.1	—	394.1	—	37,310	—	165,865	—
Vision:								
†Visao (Portuguese Edition)	174.3	202.7	780.2	862.3	73,220	85,120	327,670	362,180
‡Mexican Edition	126.2	112.0	586.8	597.7	52,990	47,040	246,470	251,020
‡Spanish Edition	104.5	89.5	484.7	477.5	43,890	37,590	204,820	200,550
Total Group	2,836.7	2,818.5	15,380.1	15,374.6	892,571	853,919	4,693,445	4,732,902

†Five issues June 1961; four issues June 1960. *Time's Pacific edition was split into two editions—Time-Asia and Time-South Pacific—as of January 1961. ‡Three issues June 1961; two issues June 1960.

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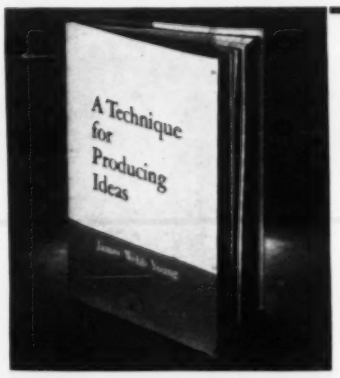
Philco Launches New Product

Philco Corp., Chicago, is introducing "Ionitron 5000," a portable ion generator designed to relieve discomfort due to hay fever and other air-borne allergies, in newspaper ads this month. The new product will retail for $100.



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Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid.

ADVERTISING AGE
200 E. ILLINOIS ST.
CHICAGO 11, ILL.

"Attention Book Department."

Oster to Use Newspapers, Spot TV in Holiday Push

John Oster Mfg. Co., Milwaukee, for the third successive year will center its Christmas promotion around a "Holiday Ideas" book. The 1961 version of the book is a 24-page four-color giveaway containing do-it-yourself projects, ranging from Christmas gifts to party ideas. The book will be promoted via newspaper ads featuring coupons and dealer listings and on tv spots offering the coupons.

Books are available free at participating stores to customers who clip a coupon from the newspaper ads or who write the tv station for a coupon. Dealers get 50 free copies of the book and a display kit with each $150 order for Oster appliances or Cummins tools. Brady Co., Appleton, Wis., is the agency.

'Management Methods' Changes Name; Rates Up

Management Methods, published by Management Publishing Group, Greenwich, Conn., will change its title to *Business Management* Aug. 1, and will raise its circulation guarantee from 75,000 to 100,000. Effective January, 1962, the b&w page rate will go from $1,100 to $1,375.

Wehner Adds Four Accounts

Wehner Advertising Agency, Newark, has been appointed to handle advertising for John Dusenberry Co., Clifton, N. J., manufacturer of converting equipment; Interstate Bag Co., Walden, N. Y.; Industrial Metal Fabricating Co., Wayne, N. J.; and Metal-Craft, Wayne, N. J.

Chicago Mart Boosts Finkel

Harry Finkel, formerly publicity director of the Merchandise Mart, Chicago, has been appointed director of advertising and sales promotion, succeeding Thomas V. King. Mr. King has been named assistant general manager of the Mart, replacing R. Sargent Shriver, now director of the Peace Corps.

Richard-Lewis Adds Two

Richard-Lewis Advertising, New York, has been named to handle advertising for the Educational Trainer unit of Universal Data Systems, Valley Stream, L. I., and Military Products division of Seal-O-Matic Electronics Corp., Brooklyn, N. Y.

NSU Cycle Names Allenger

NSU Cycle Products of U.S.A., Boston, distributor for NSU Motorenwerke AG, West Germany, has appointed Allenger Advertising Agency, Brookline, Mass., to handle its advertising.

Johnston Names Edmunds

Craft Edmunds has joined the sales staff of Johnston Printing Co., Dallas. Mr. Edmunds formerly operated his own agency, Craft Edmunds Advertising, Dallas.

'Farm Journal' Shifts Tully

Richard J. Tully, a member of *Farm Journal's* advertising staff, has been transferred from Detroit to the New York sales office.

KZUN Names Pacific National

Pacific National Advertising Agency, Seattle, has been appointed to handle advertising for KZUN, Spokane.

Merritt Owens Names Hays

Merritt Owens Advertising Agency, Kansas City, Kan., has appointed Alden F. Hays copy chief and public relations director. Mr. Hays was formerly with Vendo Co., Kansas City, Mo., as a merchandiser.

For Over 75 Years—
an acknowledged national and international authority on guns, shooting and hunting. Over 450,000 circulation, including 14,000 foreign.

The AMERICAN RIFLEMAN Magazine
SCOTT CIRCLE WASH. 6 D.C.

A busy time at Todos, a supermarket in Maracaibo, Venezuela.

"SUPERMERCADO"

is one word for progress in Latin America

Millions of Latin Americans are now in the market for a variety of products from all over the world. Many of these products they find in the modern supermarkets that symbolize the rising standard of living all over the South American continent.

Playing a large role in this new way of life is LIFE EN ESPAÑOL, written in the spirit and idiom of the Latin American people. LIFE EN ESPAÑOL has a circulation of 390,000 and more than three million readers each issue.* The great majority of these readers are leaders in business, government and community life; they look to LIFE EN ESPAÑOL for a clear, colorful, comprehensive picture of their hemisphere and their world.

They are your best customers in Latin America today . . . and you can reach them best through the authoritative pages of LIFE EN ESPAÑOL, the most influential editorial voice in the Spanish-speaking world.

LIFE
EN ESPAÑOL
Rockefeller Center
New York 20, N. Y.

*LIFE EN ESPAÑOL offers you four different editions to pinpoint your market: the edition for all of Latin America, and regional editions for the Caribbean, Mexico and all but Mexico.

Family Circle

announces an unprecedented advertising opportunity September through December issues:

Increased circulation guarantee with no rate card increase!

Starting September issue, Family Circle raises circulation guarantee from 5,500,000 to 6,000,000. You get one half million extra circulation at no extra cost, September through December 1961 issues!

Here is the greatest buy in media today! We've been forced to raise our guarantee from 5,500,000 to 6,000,000 with the September issue because of demand. But for the four-issue period, September through December, our space rates will stay the same!

This Family Circle sales increase is the direct result of our new "for homemakers only" editorial policy. All of our editorial content is aimed at homemakers, the women most interested in new products, new ideas—the women with money to spend.

Family Circle circulation is based on single copy sales through supermarkets. It is not "pumped up" circulation. We do no circulation promotion, offer no deals.

Now is the time for the media buy of a lifetime! Family Circle's special four-issue September through December offer will deliver a guaranteed average of 6,000,000 homemakers through the prime Fall and Christmas period. All at no increase in rates. And Family Circle offers by far the lowest cost per M of any woman's magazine. Think about it, but hurry — December four color closing date is Sept. 12.

Comparative Cost Per M
(December 1961)

	Guar. Circ.	4 Color	B&W
FAMILY CIRCLE	**6,000,000**	**$4.45**	**$3.30**
McCall's	8,000,000	5.08	4.24
Ladies' Home Journal	7,000,000	5.80	4.85
Woman's Day	5,000,000	5.05	3.70
Good Housekeeping	4,700,000	5.11	3.94

Source: Publishers' latest announced rates

FAMILY CIRCLE—FOR HOMEMAKERS ONLY!

Advertising Age

Feature Section

Wrapped in Unreality—Miller High Life

Automated Rx Man Next?—E. B. Weiss

Ken Groesbeck Gets Lesson on Cars

Samples of New German Typefaces—Butler

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Caveat Emptor! . . .

Beware of These Eight Pitfalls When You Buy Marketing Research, Virginia Miles Urges

By Virginia Miles, Ph.D.
Vice-President and Director of Research, McCann-Marschalk, New York

How good your marketing research proves to be is in large part up to you, the fellow who buys it. Researcher Virginia Miles believes. "The marketer can maximize or minimize the usefulness of the research he buys, depending on what he brings to its purchase and use," say Miss Miles. To help the marketer buy and use research more effectively, she enumerates here some faulty marketing research practices to guard against. They include research proposals (by research companies competing for the same job) that promise solutions to "every problem the client ever had," researchers who recommend change (when studies indicate "don't change") for fear of not seeming to earn their fees, and worship of such sacred cows as large samples which, when mishandled, merely give you the wrong answers more expensively.

Virginia Miles

Some quarters of the marketing research field have become beset by costly, wasteful and inefficient practices which the "expert" buyer is unaware of or is an innocent party to—despite the fact that the cost, the waste and the inefficiency affect him more than they do the researcher.

The purpose of this article is to awaken the buyer of research to some of these practices, so that he may better fulfill his own responsibility (which does not cease with paying the research bill) and so that he may bring marketing research one further step in its excellent march toward perfect usefulness as a marketing tool. The following are just a few of the bad practices. *Caveat emptor!*

1. Worship of Sacred Cows

Certain words and phrases have become invested with magic. "Probability sample" is one of these. Thus we see reports in which the same is exact to the the nth degree. The findings are per cented to three places beyond the decimal point. But a simple cheap quota sample might have been fine for the particular problem. Or the problem was carelessly and inaccurately defined in the first place. It was not the right problem, and thus the answers are still meaningless despite the three decimal places.

Sample size is another sacred cow. Sheer weight of numbers is no guarantee that a research study will get at the guts of the problem. I am reminded of a study in which 4,000 people were interviewed. This is a fine sample size, certainly, but unfortunately the product has a highly selective market. So 93.2% of the sample was devoted to people who never have been and never will be users of the product. The crucial analysis was based on 272 people.

2. Wheelbarrow Research

Unfortunately, the buyer of anything often measures the worth of his purchase by size or weight. If he can lift the research report, the project was not worth the money. If the report must be trundled in a wheelbarrow, preferably in four volumes, the researcher feels he has delivered the goods, and the buyer that he has gotten his money's worth. This often leads to padding, attenuated analysis, pages of verbatim quotations, wide margins and other excesses, whereas on some marketing problems, one good page would have been worth the research investment. It is possible for a report to be 800 pages long and still say nothing.

Perhaps the nebulous quality of the information contained in these huge reports accounts for the seeming reluctance of some researchers to include a brief and succinct summary of the key findings. The summary, I might add, is an aid not only to the busy executive who wants to grasp the essentials of a lengthy report quickly, but to the researcher who may need to crystallize his own thinking. At any rate, except for the briefest of reports, a summary is an essential section.

3. Weighty Proposals

When several research companies are competing for a survey and a number of proposals are under consideration, the race often goes to the fattest. Knowing this, many research companies, in order to impress a prospect, make promises in a proposal which are absolutely impossible for the researcher to fulfill. The guiding principle seems to be pad now and worry later.

I have seen proposals ranging from 50 to 100 pages promising to provide a definitive answer to every problem the client ever had and ever will have. Such proposals promise to investigate and evaluate the public's reaction to the client's advertising in every single medium, to packaging old and new, to the trademark, to the product. They also promise to take a look at merchandising problems, the opinions of the distributor, the retailer and the wholesaler, and to unveil the client's corporate image and the corporate image of any and all competitors, and so on and so on. The proposal is a grab bag, probably in the hope that *something* will ring the bell. All this, I might add, often to be gleaned from a tiny sample. The creditable research company, making realistic promises, often gets lost in the shuffle.

4. Research Without Rationale

Research is like any other quest: If you are looking for nothing in particular, that is what you are likely to find. Yet, operating without a rationale is a common error committed in research every day. Someone says: "Let's do some research." A questionnaire is then written composed of scores of questions included for no other reason than that they are more or less standard for the type of investigation under way. However, when the data are all in, definite decisions are suddenly made as to what is wanted from the study. It is then left to the poor junior researcher to squeeze out of this questionnaire information the instrument was never specifically designed to get at.

Or worse, no hypothesis or rationale is ever developed, with the result that the client gets a report deadly in its detailed completeness and deadlier in its lack of direction. Every single finding, important and unimportant, pertinent and not pertinent, is faithfully recorded. Every tabulation based on every question, including those which failed to work for a variety of mechanical and semantic reasons, is included. Every respondent from the most typical to the most atypical has his say. The job that should have been the researcher's is left to the client—to weigh, to organize, to sift the findings and come up with a meaningful document.

5. The Let's Change Something School of Research

The buyer of research must learn the findings which disprove a hypothesis are just as important as those which prove one. "Nothing is wrong, continue doing what you are doing," is also a good research conclusion. It is as essential for marketing planning to understand the ingredients of success as of failure. Researchers, under pressure from clients, are often afraid to present such findings. They fear the usual remark: "Who needed it." Thus they set out to find something they can recommend changing.

This is particularly prevalent in copy testing, where the consumer is invited, coaxed and begged to criticize an advertising campaign that has been making him buy Brand X for years. Cooperative human being that he is, he criticizes. The researcher can then justify his fee by recommending dramatic changes—and a successful campaign is thrown out the window.

The guiding principle for many research companies is "please the client." They want to anticipate his every wish and include what he would like to hear in the way of research findings. By semantic and statistical manipulation, they manage to present him with some problem that requires change. Or sometimes the attempt to please leads to over-optimism. Or both.

6. Fallacies of Statistical Treatment

Pushed on by pressure from the client to find out something *new*, there are researchers who blow up a small but startling fact out of all proportion to its significance. The client suddenly finds after years of successful marketing that his product appeals only to women who have repressed hostilities toward their mothers. As Don Armstrong at McCann-Erickson says, "Beware research results from Mars!" If they bear no relationship at all to the marketer's knowledge of his product gained in many years of experience, they are probably wrong or exaggerated.

A similar fallacy is the exaggeration of small differences. In a recent study of a grocery product, 18% of the users said the product is too sweet, but 24% of the non-users said so. The recommendation was that the product should be made less sweet in order to attract non-users, completely ignoring the fact that the vast bulk of both users and non-users felt that the product was just right on this point. In fact, an area never taken up in the

research—packaging—turned out to be the crux for market expansion.

On the other side of the coin is the blind worship of majorities. As soon as a number is over 50% it becomes very significant in a cabalistic way. Thus, in a recent study I saw, only 47% of a general sample of housewives were interested in a packaging innovation. This is not a magical majority, so it was decided not to change the package.

What was ignored was a simple but crucial marketing fact. This particular product sells at a premium price. It is doing well at 7% share-of-market. If it gained another 3%, it would be in clover. Doubling its share is probably the limit of its potential. If current users accept the packaging innovation, then only a small minority of non-users attracted by it would give this low-saturation product a big boost in market share. What the majority thinks is irrelevant.

7. *Semantic Confusion*

Here is a sentence picked out of a recent research report that I examined with horror: "The foregoing demographic parameters fail on the criterion of salience, forcing us to establish new critical dimensions for correlation computation." I would personally prefer to read it in Urdu. At least I might learn some Urdu, whereas I can learn nothing from this sentence without sitting down and translating each word into English.

Unfortunately, when I take the trouble to struggle with writing like this, I often find there is nothing there. The big words which sound like a parody, but unfortunately are offered seriously, are part of a mystique to keep the uninitiated out, to sound profound, to maintain professional distance. Some researchers are afraid to write in plain English for fear it will all sound too simple. Actually, all the gobbledygook serves only to confuse and obscure. The cult of the academic has no place in the business world, and probably has no place in our universities, either.

Another aspect of semantic confusion is the pinning of labels on various techniques of marketing research, thus encouraging faddism to take over. A client said to me recently: "All my business friends had some motivation research. I want some, too." Actually, motivation research was the last technique needed for his particular marketing problem, but he thought I was just being mean and saving the good stuff for the bigger clients. He wanted to be in fashion.

"Motivation research" is one of these semantic tags that has lost its meaning. I have seen it applied to studies ranging from 2,000 interviews at 43¢ apiece that asked "Why," to ten 49-page interviews at $50 apiece that never asked "Why." Of course, the proper course is to select the research technique or techniques that are most appropriate for a particular problem. Luckily, marketing research has many strings to its bow, with or without meaningless labels.

Another semantic trap lies in the use, or misuse, of Freudian terms. I have seen many a marketer go astray because he was told authoritatively that his product was in some kind of a libidinal mess involving anal personality types or castration complexes or repressed sex fears. Had the findings been put in plain English, both client and researcher could have judged better whether they had accurate and practical descriptions of the market *about which something could be done.*

Among the terms lifted wholesale out of the infancy of motivation research is the "image." Everybody now has one. Marketers who last year were worrying about their shelf facings are now worrying about their image. They have the feeling that, without an image (or at least an image study), they're not in. There is no doubt that the concept of image is an important one, but it shows signs of degenerating into a fad. In the general obeisance to image, it has become divorced in many cases from the realistic facts of marketing life and the corporation's ultimate financial objectives.

8. *Fallacies of Interpretation*

Every researcher worth his salt makes an interpretive jump from his descriptive findings to marketing recommendations. If he does not, then his work will join the rest of the "file and forget" statistics. The more creativity, insight and general marketing experience he brings to this interpretive jump, the better will his recommendations be and the greater the value of his research to the business community. But the researcher has an obligation to indicate to the marketer where his own judgment took over from the sheer descriptive facts, so that the marketer can follow him over the jump or decide to jump a different way.

The marketer has a responsibility, an obligation, that does not end with paying the research bill. He must think through the findings and come to his own marketing conclusions. As someone recently said: "The road to inertia is paved with good reports." The marketer cannot abdicate the responsibility for making the ultimate decisions, when the research is finished, and putting those decisions into action. Otherwise he might just as well have saved his money. Research is a marketing tool, not a marketing blueprint.

Research findings do not in themselves always indicate which way to go. For example, there is the perennial question: whether to devote your effort where you are weak or where you are strong. This is a question of marketing judgment based on research findings but not dictated by them. And not research findings in a vacuum either, but research findings studied in conjunction with all other market facts such as the type of distribution, the size of the advertising budget, the nature of the competition, etc. Research recommendations are all too often given as the gospel, in the same tone of voice as the actual tabulations.

■ Suppose the consumer's image of a product is weak. Careful thought is needed on the part of both researcher and marketer to decide whether this is the type of weakness that can be corrected by better communications or whether actual product changes are indicated, or both.

Remember the two motivation research studies on prunes? The two studies received much publicity by the anti-motivation researchers because they seemed to have turned up opposite findings from independent studies of the same product. The trouble actually was not in the findings but in the interpretive jump.

Both studies documented the consumer's narrow image of prunes: Healthy but not fun, for constipated people, unglamorous, etc. One study concluded from this that the image should be changed in order to expand the market, the other that the current image should be intensified and exploited because that is where the natural market lies.

Again, it is the old problem of expending effort against weakness (oppose the current image) or against strength (intensify the current image). The marketer must make the ultimate decision, after considering the researcher's recommendations, taking into account such factors as the amount he can spend (since it costs far more to change an image and tap a new market), further research to see whether the new market is really vulnerable to a changed image, and other marketing factors.

■ Another problem of interpretation sometimes arises in the use of qualitative research, where precise statistics may be of little value. Although describing frequencies in very general terms is under certain circumstances permissable, one would expect these general terms to be consistent from page to page of the report. This, unfortunately, is not always so. There are reports where three people are described variously as "almost no one," "one or two people," "a few people," "some people," "a significant minority" or just plain "people." The frequency of their remarks cannot be distinguished from those of, say, twenty respondents who also turn up at some points in the report as "almost no one" and at other times as "a significant minority."

This obviously leads to fuzzy recommendations. While one certainly might, for example, consider making an important change in one's advertising approach for "a significant minority," it would be foolhardy to make such a change for the benefit of "almost no one."

Some Conclusions

In a period of only about 25 years, we have witnessed the growing acceptance of marketing research as an important marketing tool. The evolution of the modern consumer-oriented marketing concept has given it a further merited boost. We have seen the proliferation of techniques in the arsenal of the researcher—the use of the semantic differential, computer analysis, depth interviewing, personality tests, observational techniques, innovations in copy research, pantry checks, and so on—all of them valuable if used properly.

There is excellent marketing research being done today. The excesses mentioned in this article will diminish or disappear, but they will disappear more quickly if both researchers and marketers are more aware of them. Competent researchers can stamp them out with the help of intelligent marketers.

The marketer can maximize or minimize the usefulness of the research he buys, depending on what he brings to its purchase and use. If he thinks out the problems in advance so that the research can be more focussed, if he selects his research company on grounds other than

The Creative Man's Corner . . .

Hand-Me-Down Copy

Miller HIGH LIFE

Brilliant brewing does it! Brilliant brewing of costliest ingredients by skilled craftsmen...combined with brilliant filtering . . . gives Miller High Life a sparkling purity that shines clear through . . . a clear, clean taste that dances with a happy flavor! Try Miller High Life . . . clearly . . . The Champagne of Bottle Beer.

Can an advertising agency, can an advertiser (yes, we're all too afraid an advertiser *can)* believe that anybody, but anybody, can possibly be interested in learning what makes Miller so "sparkling clear?" Or care about sparkling clarity in *any* beer?

Can anybody in his right mind believe that anyone who bothers to read this ad will care a whit about "brilliant brewing?" Or take seriously phrases like "costliest ingredients" or "skilled craftsmen?" But how many times have these been used? Not to mention "sparkling purity" and "clear, clean taste." Can Miller and its agency be genuinely interested in conveying the nature of the product and feel with any confidence they do so, when they use second-hand phrases as dusty and worn and creaking as these to describe it?

And just what is accomplished by having the female in the illustration peer through the bottle? Is this intended to convince readers of the clarity of Miller's? And is there any reader who believes this is really happening—without any distortion whatsoever? How wrapped in unreality and sheer wish-fulfillment can an advertiser and its agency get? #

Now Nielsen Provides:

an inventory of American women

and a new scientific guide to reaching them more efficiently

The long awaited first report of the new Nielsen Media Service, designed to measure major magazine audiences on the same factual basis as Nielsen has traditionally measured TV audiences, has now been released.

This third party study was initiated by Nielsen independently – without participation of the magazines, advertising agencies or advertisers. It is completely objective, and it was executed with all the skill and experience for which Nielsen is justly famous.

Amid an impressive mass of new data on advertising efficiency several facts of particular interest stand out:

— All of the magazines covered in the study are shown to offer values in reach and cumulative audience — values not heretofore documented.

— For those whose market is women, Good Housekeeping emerges, dollar for dollar, as a substantially more efficient buy than Life, Look, Saturday Evening Post, Reader's Digest, McCall's, Ladies' Home Journal, and Better Homes and Gardens. (See table)

— Good Housekeeping's superiority in reaching these consumers at lower cost is evident at all levels but is most pronounced in the higher income brackets.

These audience facts, then, as reported by Nielsen, establish Good Housekeeping as *the* quality medium among circulation giants in stronger terms than Good Housekeeping itself has advanced in its own behalf.

For those who bear any part of the responsibility of committing advertising dollars, these Nielsen revelations open a new era for informed media selection. A Good Housekeeping management team is available to present these data to your organization. Write or phone Calvin C. Herge, Advertising Director.

COST PER THOUSAND TOTAL WOMEN

	B & W BLEED*	4-COLOR BLEED*
GOOD HOUSEKEEPING	$ 1.89	$2.45
OTHER WOMENS SERVICE MAGAZINES		
MAGAZINE A	3.06	3.66
MAGAZINE B	2.95	3.53
WEEKLIES & BI-MONTHLY		
MAGAZINE C	2.56	3.87
MAGAZINE D	2.92	4.39
MAGAZINE E	3.34	4.98
OTHER MONTHLIES		
MAGAZINE F	2.49	2.76
MAGAZINE G	2.24	3.06

*latest announced page rates and NMS #1

Good Housekeeping

Magazine and Institute/A Hearst Magazine

REPLACEMENT OR REFUND OF MONEY ★ Guaranteed by Good Housekeeping IF NOT AS ADVERTISED THEREIN

grab bag proposals or mystical labels or the lowest bidder, if he encourages honest research, and if he makes his own decisions from the research and puts them into action, he will stimulate better research that will contribute more importantly to his own competitive battle for share-of-market and increased profits. #

On the Merchandising Front . . .

Coming—the Electronic Pharmacist?

By E. B. Weiss

A recent issue of *American Druggist* carried a fascinating news report on an electronic device apparently capable of filling prescriptions automatically—an *electronic pharmacist*, in other words. The title and sub-title of that news article read as follows:

E. B. Weiss

"Electronic 'Brain' Fills Rxs in Hospitals. 96-Drug Device 'Reads' Plate Bearing Rx Order; It Also Affixes Label and Issues Charge Slip."

The opening paragraph, which I am quoting in full, reads this way: "An electronic 'brain' which fills prescriptions automatically, and which eventually might be capable of taking over many of the functions now performed by registered pharmacists, has been developed by the Brewer Pharmacal Engineering Co., of Upper Darby, Pa., and is now in operation in two Pennsylvania hospitals."

Please note that *American Druggist* did not report that this device would "eliminate" the need for the pharmacist. It specifically limited itself to the observation that the machine "eventually might be capable of taking over *many* (italics are mine) of the functions now performed by registered pharmacists."

■ The automated pharmacist works this way: 1. The nurse puts the doctor's prescription onto a plate, plus the patient's name. 2. The plate is fed into the machine. 3. The automatic dispenser does the rest, including the necessary accounting. 4. The device will handle 96 prepackaged drugs, which account for 90% of the drugs normally required for everyday use at hospital nursing stations.

Is it totally impossible that an electronic device of this type may some day perform "many" of the functions of the pharmacist in the drug store? Could it be, for example, that at some future time, the doctor or the doctor's nurse will put a prescription (not *all* prescriptions, but *many*) on a plate or punched card, the patient will insert the card in a machine and that machine will do the rest? And if this procedure proves practical, will doctors dispense still more drugs from their offices, from hospital dispensing drug facilities, from drug outlets owned by doctors? Will such a machine ultimately be put to work in all types of drug outlets?

■ Now I should like to make it thoroughly clear that I have no notion whether this particular electronic device will function satisfactorily. But as one who has followed automation quite thoroughly ever since I wrote a series of articles on automation for AA some eight years ago—it would appear to me that the electronic-mechanical problems involved are of a rather simple order in the *present* stage of automation. With the refinements in automation that will be developed over the next five years, it should be duck's soup to produce such a device.

In brief, an electronic device "which might eventually be capable of taking over many of the functions now performed by registered pharmacists" is clearly within reach. The basic question now is not "how to design it," but rather "is the market for such a device big enough to justify the investment required to develop and market the machine?" One small manufacturer has apparently answered that question affirmatively. Will the giants, especially the giant vending machine manufacturers, follow suit?

■ I suspect that the market is big enough. I think this is so because the public is, *without question*, seriously disturbed about prescription prices. I am not saying whether or not the public's feelings on this score are justified. I am simply reporting a fact; to wit: the public was never more aroused over prescription prices than it is at this very moment. (This is why so many new forms of low-margin drug retailing are appearing and operating so successfully. I listed these in a column some months ago.)

What *American Druggist* calls the "automated Rx man" could, conceivably, reduce the high costs of filling prescriptions. I believe that pharmacists claim that every prescription costs something in the area of $1.05 to fill (the figure varies, of course, but I think that $1.05 is about the figure commonly used). That in turn, is at least one of the reasons thousands of druggists now add a "professional fee" to their markup on drugs—that fee will run from 50¢ to $1.25 per prescription.

I should imagine that an automated pharmacist would not rate a professional fee. And I should also imagine that an automated pharmacist would be able to reduce costs in other ways—labeling, pricing, bookkeeping, inventory control, dispensing records are all handled automatically by the electronic machine described in the *American Druggist* article, and that could mean substantial economies.

■ Of course, an automated device presumably has some limitations—although scientists at such great laboratories as those maintained by IBM see fewer limitations to these devices than do most uninformed lay people. But suppose we accept the premise that an automated machine of this kind could function in connection with only 90% of the prescriptions typically filled by the pharmacist—as it apparently can do right now at the hospital nursing station. Isn't it possible that the remaining 10% will be handled in some way or ways that will also bring down the costs of these minority prescriptions—for example, by huge central prescription facilities using assembly line techniques? The typical pharmacy dispenses about 33 prescriptions per day—no less than 90% of which are prefabricated. In a modern-type pharmacy, a pharmacist could actually compound at least twice as many prescriptions per day with substantial savings resulting.

This is a fascinating situation that is developing in the drug outlet. On one hand, for more than one reason, the druggist is turning to the policy of dispensing prescriptions on the basis of a professional fee, rather than on the basis of a commodity price. The fee concept presumably is justified by the premise that the pharmacist, trained in a professional discipline, contributes vital professional services—technical information, safety measures, dosage checks, potency safeguards, etc. (The fee concept may also provide a legal loophole against price-fixing charges by the Justice Dept.)

But once the pharmacist accepted prefabricated prescriptions to the point where less than 10% of the prescriptions are actually compounded by the pharmacist—the road was clearly opened for an "automated Rx man." Certainly a pharmacist is not necessary simply to transfer pills from a large bottle to a small bottle—*if and when* an "automated Rx man" can take over "many" parts of the pharmacist's functions. (When an electronic dispensing device is introduced, the drug manufacturers will surely put their drugs into packages that the machine can handle.)

Of course, whenever one pries into the realm of the pharmacist—one invites trouble! *I know!* About three months ago, I bearded some 1,200 independent druggists at a national meeting and I never felt such hostility in the air as I did at that convention. It was so thick it could be cut! In any event, I would suggest to all druggists who may be inclined to throw a roundhouse swing at me for this column, that they first reread the paragraph I quoted from *American Druggist*. I haven't added a single bit of imaginative fancy (or bias) to that prediction!

■ But I would point out to the pharmacist that this potential development is *just one more factor* that should cause the drug outlet to reappraise its traditional ways of meeting competition. Traditionally, the pharmacist has conducted a professional-commercial type of retail venture. But he has fought against any other retailer who has attempted to combine precisely the same professional and commercial functions! Traditionally, the pharmacist has rallied legislative support that would give him competitive freedom—but that would shackle all potential competition.

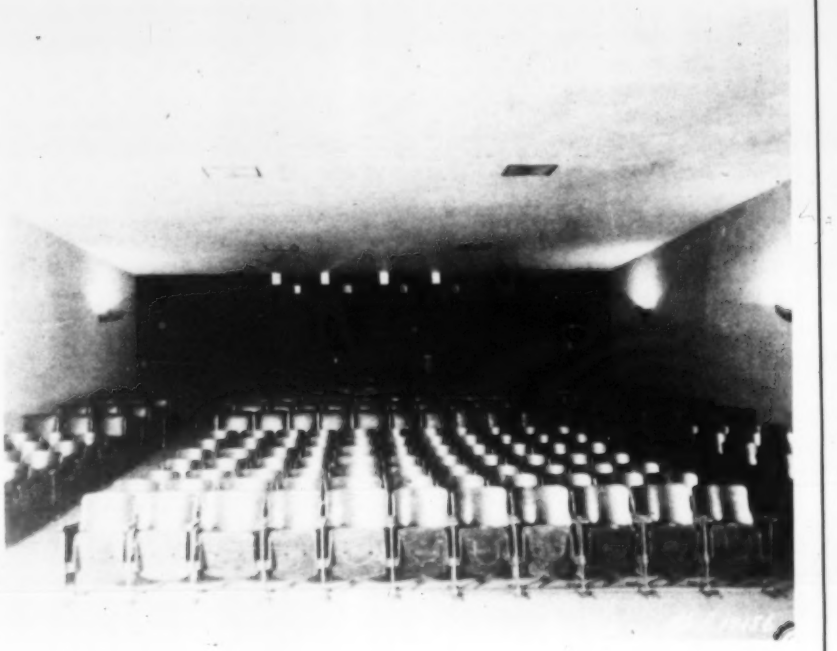
Over the years, the pharmacist attempted, legislatively, to choke off the early mail-order houses, the chains, the in-home sellers. Right now he is attempting legislatively, to choke off the food chains' foray into drugs, the unions' foray into drugs, the doctors' foray into drugs, the discount chains' foray into drugs. (Quite recently, Woolworth announced that some of its planned discount department stores would include pharmacies—so Woolworth may expect to feel the wrath of the pharmacist; and, on the record, that wrath is not to be appraised lightly.) It has fought against lower drug prices for welfare patients, for the chronically ill, for the aged. All this in an era of an enlightened public that is ever rebelling against the doctor!

■ The professional fee concept is destined to get the drug outlet into difficulties. In this connection, the opening paragraph of another news article in the May 29 issue of *American Druggist* reports as follows: "As the public becomes aware that a visit to the doctor may mean payment of professional fees both to the doctor and to the pharmacist who fills the prescription written by the doctor, consumers will tend to rely more often on over-the-counter ethical products for minor illness, in order to avoid paying such fees when possible," H. C. Van Arsdale, exec vp of Smith, Kline & French, said. "Mr. Van Arsdale advanced this situation as one reason that manufacturers of o-t-c products should consider promoting these drugs to the public."

These were some of the points I made in the talk before a national group of ethical druggists to which I referred earlier in this column. That was the talk that *Drug Topics*, in an editorial (not a news report, but an *editorial*) described as being "far out" and replete with "cliches." I had always assumed that those two were mutually contradictory—when one is guilty of being "far out," he seldom gets there via the cliche route. (And I must add that I don't mind being told that I'm wrong, or far out—but for one who has tried quite conscientiously to be *provocative*, to be charged with *cliches* is to inflict a near-mortal wound!)

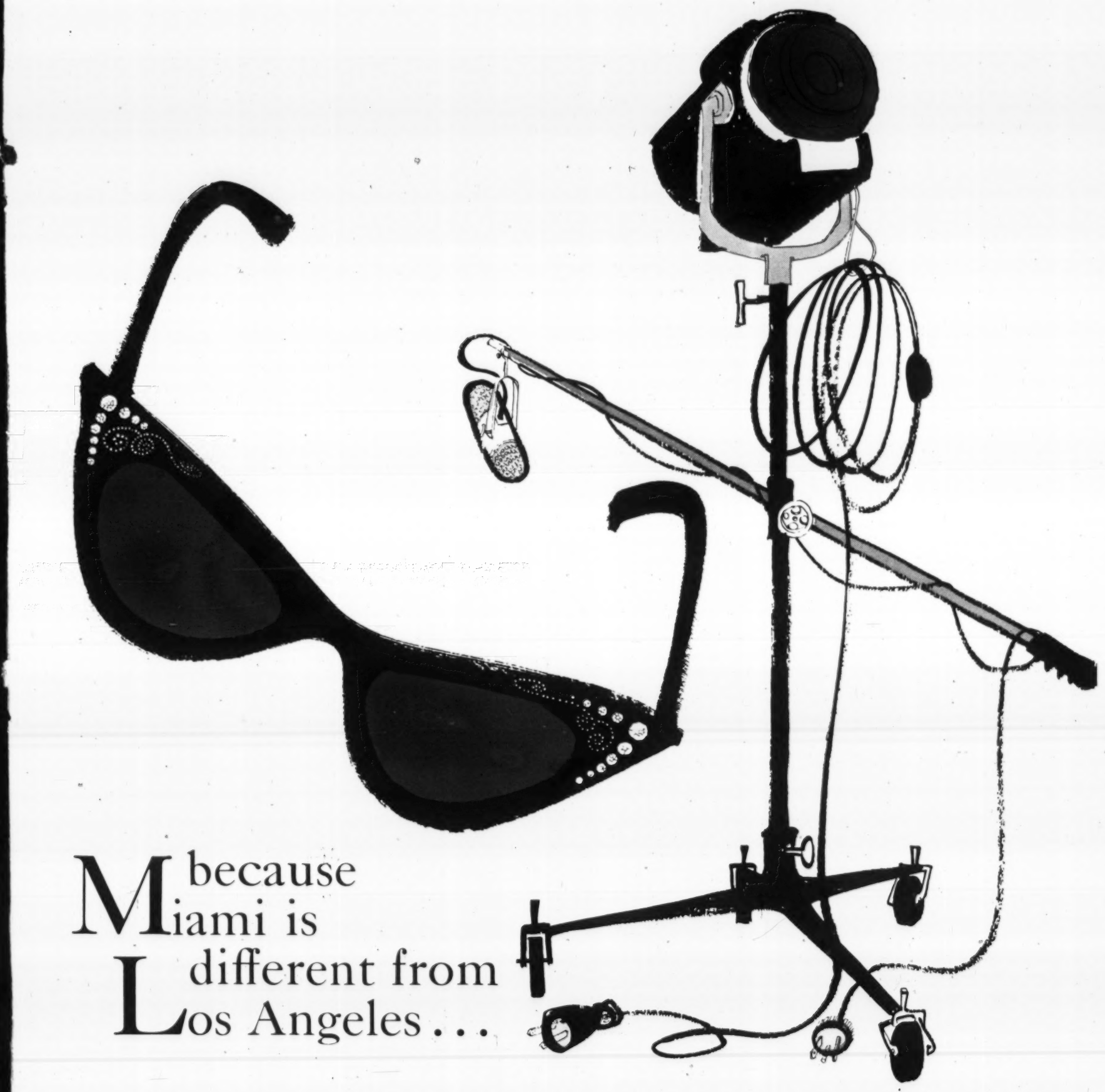
■ But apparently my urgent advice to these druggists to meet free competition with free competition tactics, instead of running to legislative halls, fell on almost totally deaf ears. Certainly at this very moment, the pharmacist is working more frantically with legislative bodies than ever before in his legislatively-checkered career. Yet, since I made that talk, new competition has sprung up to cause the

What They're (Really) Saying . . .



By W. H. Everett

"I realize we've run a little overtime, so we'll end the presentation right here . . ."



Miami is different from Los Angeles . . . because

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**WGBS rates number 1 in Miami. KGBS blankets Southern California with 50,000 watts.*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

druggist to fret—for example, in addition to Woolworth's, the fast-growing Spiegel's is offering, in its fall-winter catalog going to 4,000,000 homes, to fill prescriptions on a non-profit basis. Every Spiegel customer buying on credit is eligible—and over 80% of Spiegel's volume is on credit.

Will the druggist be able to throttle Woolworth and Spiegel by restrictive legislation? I purely doubt it.

It should be noted that, in this instance, Spiegel's is really planning to merchandise prescriptions with a program closely akin to a break-even basis. Although not all drugs will be involved, and although the plan is intended primarily for the chronically ill, Spiegel's is a retail giant, its business is growing at a phenomenal rate, and therefore this move into prescriptions by Spiegel's cannot be dismissed lightly or garroted by legislative action. (That non-profit idea makes Spiegel's *almost* immune to punitive legislative action.)

Yet, so far as I can see (which, admittedly, may not be very far) the independent druggist continues to battle competition with his old, old formula—restrictive legislation. #

Agencies Ask Us . . .

How's Your Automatic Gear-Shift?

By Kenneth Groesbeck
Advertising Agency Consultant

If you are surprised to find this question heading an advertising column, let me tell you why it's here.

First, because oil and motor car advertising ought to talk about it.

Kenneth Groesbeck

Second, because they don't, practically 100%. No, not Texaco, with their television commercials on all the loving care given your car by the smiling gas station mechanic, patting your muffler, checking your tires, lubricating "by chart and not by chance." Some chart!

No, not Shell Oil's newspaper full pages, painstakingly enumerating all the things you need to watch out for to take proper care of your car.

No, not Gulf, nor General Motors, nor Chrysler, nor nobody.

How is a car owner to believe in the advertising of great companies, if they completely ignore one of the most important and potentially dangerous portions of the automobile's anatomy? Is it a secret, or something?

A most interesting example, it seems to me, of the way advertising people must watch their clients to see that their products and their services perform in a manner worthy of what we say about them. Hark to the following case history!

Last week, after a complete overhaul by a supposedly skilled mechanic, our car began to behave strangely. Its automatic gear shifting, previously smooth and effortless, developed an unpredictable lurching, an indecisive "maybe I will and maybe I won't" behavior which made us, as my wife agreed, quite seasick.

While not convinced we were in any danger, I thought the matter sufficiently serious to telephone the service man of the manufacturer's main office. I described the symptoms.

"How's your oil?" he asked.

"Just been changed," I answered brightly.

"No, I mean your automatic gear-shift oil," he went on patiently.

"Is that something different?" I asked.

"Oh, yes," he said, "completely different."

"I never heard of it," I confessed.

"Most people haven't," he responded grimly. "Better bring the car in."

"Will it run all right?" I asked. (It's ten miles into town.)

"I hope so," was his cheering response. "But drive slowly. It might bind up on you."

"What would happen then?" I inquired.

"You'd stop," he replied.

Steve, the expert to whom I had been talking, turned out to be a cigar-smoking white-coated individual quite tolerant of consumer ignorance, but not so easy-going on the very condition which caused our predicament. He raised the hood, and demonstrated.

Beside the place where we put in fresh oil—you know, the thing the gas station man pulls out and says, "You need an extra quart"—was another inlet, and another long metal strip to pull out and inspect.

Steve did so, frowned, and said, "Empty. No wonder she bucked."

"I never saw that before," I protested. "What's more, no service station ever told me I had two separate oil supplies to worry about."

I got out my owner's instruction book that comes with the car and tells you how to take care of it.

"Look," I said, "here's mention of the automatic gear-shift, how it shows up what speed it's in, on the instrument board, but not a word about its oil supply, and why it ought to be renewed regularly."

"Well," said Steve, "there it is. What's more, if you hadn't been a fussy driver (compliment) and noticed the way this thing was behaving, you'd'a burned out your gear-shift and cost yourself maybe a couple of hundred bucks for repairs."

"Did I catch it in time?" I asked.

"Guess so," he said. "We'll put in about four quarts of special transmission oil, take her out, and see."

He did, and I had.

"Trouble is," said Steve finally, "that most gas station men don't know how to test the oil level in the automatic gear-shift. You have to do it with the engine running, or you won't get a true reading. Also," he went on, more in sorrow than in anger, "most gas stations don't have any transmission oil in stock so naturally they don't want to bring it up. Costs about 85¢ a quart," he ended reflectively. "Can't really blame them for not carrying something there's no demand for, because people don't know anything about it."

"But," I spluttered indignantly, "look what happens. Look at me, a fussy driver, as you say, trying to take good care of a fine car, and nobody tells me anything about oil for my automatic gear-shift.

"Television commercials tell all about the things your reliable gas station man will do for me when he checks over my car, but never a word about a hidden oil supply I never heard of. Millions of dollars in car and oil advertising, but never a word about transmission oil. How often should it be renewed, Steve?"

"Sometimes never," replied Steve calmly. "Some automatic transmissions never need more oil, and here you are, empty after 45,000 miles. But anyhow, it sure is a fact it ought to be watched."

"Well," I said, "I thought I knew something about cars, but live and learn.

"How come I was empty?" I went on. "Where did my oil go to, when in some cars it stays full?"

"Can't say," replied Steve. "Run her good over the week-end, come back next Monday so I can recheck, and we'll see if we can find out."

Now I ask you! #

Tips for the Production Man . . .

Novel German Typefaces Now Available for Machine Setting Here

By Kenneth B. Butler

Those who share my considerable admiration for Palatino and Melior, two of Hermann Zapf's most appealing type designs, undoubtedly will be pleased to learn that it is now possible to obtain these faces and others of German manufacture for machine composition.

Actually the first American installations were made approximately a year ago, but the Mergenthaler Linotype Co., which imports the fonts from its German affiliate, has been somewhat reticent in publicizing what is, in my opinion, an item of considerable newsworthiness.

■ This is due in part, no doubt, to the fact that orders cannot be filled overnight. Paul A. Bennett, Mergenthaler's typographic promotion manager, advises me that delivery often takes as long as seven months due to the demands of the booming West German economy, the long shipment via sea transit, and the need to travel through customs at each end.

Nevertheless, the freshness and beauty of Palatino and Melior, particularly in the lighter weights, would seem to make any hardships of this kind quite tolerable.

Both are manufactured in light, light italic, and semi-bold, in a range of sizes including 6 point, 8 small and large; 10, and 12 small and large.

■ Hand-set display sizes of both type families have long been obtainable in America through Amsterdam-Continental Types and Graphic Equipment, 276 Park Ave. South, New York 10. The hand-set Palatino family, incidentally, includes the lovely Michelangelo and Sistina capitals which are especially suitable for title pages and chapter headings in books utilizing a Palatino body. There is also a Melior Bold Condensed in hand-set display sizes; this version is not manufactured for the machine, however.

Mergenthaler is also importing machine fonts of Zapf's Optima, a sans serif which resembles Radiant in some respects but with a subtlety of design not found in that face. Optima matrices include regular, Italic, and bold, in 8 point small and large, 10 point, and 12 point small.

Also available for import are machine fonts of the Akzidenz-Grotesk family, better known (and no wonder) on this side of the Atlantic as Standard. Needless to say, Akzidenz-Grotesk will provide typographic harmony when utilized with the already widely distributed Standard hand-set display series.

There are minor differences between the hand-set and machine-set versions of the four faces, but these are, of course, for practical reasons, and certainly do not reduce their utility.

It may be well to point out that the aligning point of the German matrices is slightly different from that of domestic matrices. Accordingly they cannot be mixed with domestic faces without cutting the slug; also I note that one-point leading is mandatory in some (if not all) installations. On the other hand, the German matrices do run freely on American machines and offer no difficulty whatever to the operator.

Additional information can be obtained from the Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn 5, N. Y., or from the Linotype sales representatives serving your area. These houses can supply names of local typesetters equipped to supply composition employing these faces. #

12 POINT Characters per inch: Lower Case 11, Caps 9

THE BEST AND THE MOST DURABLE FASHI
The best and the most durable fashions quickly be
THE BEST AND THE MOST DURABLE FASHI
The best and the most durable fashions quickly be
ABCDEFGHIJKLMNOPQRSTUVWXYZ $1234567890

12 POINT Characters per inch: Lower Case 12, Caps 8.5

THE BEST AND THE MOST DURABLE FAS
The best and the most durable fashions quickly
$1234567890

THE BEST AND THE MOST DURABLE FAS
The best and the most durable fashions quickly

A simple, yet elegant sans-serif with subtly balanced thick and thin strokes designed by Hermann Zapf

There are many definitions of beauty by poets and philosophers. We are conscious of beauty when there is a harmonious relation between something in our nature and the quality of the object which delights us. **Beauty is not the starting point, but the point of arrival; a thing can only be beautiful if it is true. Truth itself is only a complete harmony**

GERMAN LINOTYPE FACES *now available in the U.S. include, at upper left, Palatino and Palatino Italic, Melior and Melior Semi-Bold (reproduced from the Haber Typographers catalog); at right, Optima Semi-Bold; at bottom, Akzidenz-Grotesk Regular and Medium (reproduced from a folder by The Composing Room Inc.).*

"Why is he so mixed up?"

"He's trying to pin down the metalworking field."

"Tough job."

"Not really. It's all those who produce or fabricate metals, or use them in the products they make."

"But that's a lot of industries."

"You bet! The government breaks it down into 185. That's half the country's industrial workers, half of all manufacturing. Even an appliance manufacturer buys and handles a lot of metal."

"See what I mean? Complicated!"

"Not complicated. Big! But you can reach all the men who influence buying...whether they're in administration, production, engineering, or purchasing...through one single route."

"What's that?" "Advertise in the IRON AGE."

IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Uninformed Criticism of Ad Unfair, Nonsensical, He Says

To the Editor: Running across "The Creative Man's Corner . . ." in ADVERTISING AGE for June 26 moves me to say to you what I have thought for many years: Criticism of individual advertisements by some mastermind unfamiliar with the problems of the advertiser and the situation of the business advertised is unfair, unprofitable and nonsensical.

We are not the agency for the Aetna Casualty & Surety Co. and are not likely to be, and I come to the defense of the advertisement criticized because some familiarity with the company and the industry make it clear to me that the man who criticized "Protection is a job for professionals" simply did not know which way is up in the property insurance business.

You say that the most significant point the copy makes about such agents is not entirely honest. The statement referred to is "He owns his own business." The fact is that he does own his own business in every sense of the word. Under the contract he has with the Aetna Casualty & Surety Co., the renewals are his property and this has been endlessly upheld in court. Because this is so, the agent can sell his business and the buyer need not renew that business in the Aetna Casualty & Surety Co. Since it is true that the agent referred to can sell his business for a substantial amount of money, the statement that he owns his business is, in fact, entirely honest.

Your critic goes on to say that since his agent derives his income solely from the insurance he sells, his success depends on selling as much as he can. Actually his success depends to a far greater degree on holding the renewals of the business he originally sold and in order to do this, he must perform professionally or, that is to say, give good service to his clients. This service consists not only of providing clients with insurance that fits their needs—and no more than they need—but also making sure that claims and losses are fairly paid.

The final example of ignorance in your little four-paragraph criticism is mention of the Million Dollar Round Table in connection with property insurance. The Million Dollar Round Table is composed of men who sell a million dollars a year in life insurance and has no connection whatever with the property insurance business advertised in the Aetna page you criticize.

I grant that it is not feasible for one of your staff to become an expert in a different business each week. The right solution is not to make believe one can, and to abandon the feature.

J. W. Mason,
Vice-President, Wilson, Haight & Welch, Hartford.

• • •

Agree Central Organization Needed to Defend Advertising

To the Editor: We are convinced that you are right in the statement made in the editorial "Why Does Advertising Stand Mute?" . . . July 10 issue of ADVERTISING AGE.

Unless some centralized organization is set up as you recommend, to act when action is needed the most, advertising will continue to "stand mute."

Lawrence Webb,
Managing Director, Station Representatives Assn., New York.

•

To the Editor: Re your editorial as to why agency people stand mute, the writer feels that while absence of a central spokesman may be a reason, actually the trouble goes deeper.

There is far too much insecurity and built-in defensive attitudes in this business. Agency people probably feel that they will provoke more than they will settle by responses. There is also a general impression that they are merely using the words. Actual intent is not theirs, but a client who pulls the strings.

This has built up and up. How to overcome? The objective is not palliatives and excuses—not even as a last resort. It is doing the best job, observing the rules. And last but not least—not selling out to panders and easy money guys.

Get this done and this will speak—very loud.

Irving Sherman,
New York.

•

To the Editor: Just finished being stimulated by the editorial . . . "Why Does Advertising Stand Mute?"

To the whole thing I say amen!

Why doesn't an important force such as your publication call together people from all sections of the country to discuss how to make advertising more effectively vocal? If nothing else, it might inspire some existing organizations to more considered action.

Mel G. Grinspan,
Sam Shainberg Co., Memphis.

• • •

Ad for 'Chamber of Horrors'

To the Editor: You can add this gem to your advertising "Chamber of Horrors." I can do without it. It's from a San Antonio newspaper.

FOOD BILLS YOUR BOGY MAN?
WE CAN SHOW YOU HOW TO
Feed a Family of 4 for only $40.00 A MONTH
F-R-E-E
HALF BAR-SHAM
NO OBLIGATION
NO STRINGS ATTACHED
NO MEMBERSHIPS TO BUY
YOU'LL CALL US EVENTUALLY . . . WHY NOT NOW?
WARNING!
National FROZEN FOOD Service
1211 BASSE RD.
FE 6-1587

R. P. Wall,
Editor, *Insurance Graphic*, Dallas.

• • •

Objects to Ad Age Speaking as 'Consumer' on Packaging

To the Editor: We endorse your editorial, "Complexities in Packaging," condemning deceptive packaging, but we object to the position you take "as consumers."

ADVERTISING AGE is the voice of marketing, and packaging is the most important of the several functions of marketing.

Certainly ADVERTISING AGE can condemn deceptive packaging out loud as *poor marketing practice*, and not softly poke at it "as a consumer."

Packaging is also your field—speak out!

N. M. Shippee,
President, Inpak Systems Inc., New York.

Use of President's Picture in Ad 'Ill Conceived,' He Says

To the Editor: I spotted this advertisement in the *Indianapolis Star*. You can draw your own conclusions.

At a time when advertising is under such close scrutiny by public as well as some government agencies, it seems incredible that this would happen.

I am not versed in law, but it would seem that the use of the President's picture in this spectacular example of a self-centered, ill-conceived advertisement would not be permissible.

Gary A. Ruben,
President, Ruben Advertising Agency, Indianapolis.

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A Duck Can't Make Ducklings if He's a Drake

To the Editor: I have variously admired, concurred and disagreed with your (Creative Man's) column through the years, but never before envied him the task of writing it.

However, the prospect of criticizing McCann-Erickson's house ad on Page 91 of AA, June 26, is almost irresistible, in my opinion, to any conscientious copywriter.

I'm no duck hunter, but surely the analogy on which this ad is based, like the feathers of the bird, simply doesn't "hold water."

The ultimate function of a wooden decoy is to attract live ducks into firing range (just as advertising attracts potential buyers to the product). The simple theme of a better-constructed decoy (or ad) having more attraction would at least have been credible, albeit obvious.

But no. In striving to make their point, the "creative" people responsible for this ad state barefacedly that the real job of a decoy is to produce real (i.e., live) ducklings. Continuing the analogy brings us to the revolutionary concept of an ad that is not only capable of attracting customers but also able to manufacture the product. (And not even the shadow of an excuse that this is what the client wanted to say.)

Claims of this type, emanating from what is probably the world's biggest advertising complex, certainly won't help to improve the industry's image. And neither is the M-E advertising concept of The Personal Approach enhanced by the loose wording of the last sentence in this ad.

The word "duck" may be generic for several types of similar birds. But if you really intend to get personal, it's the drake that's a "he," not the duck—particularly not the duck that can do what the headline advocates.

William Freedman,
Copy Director, Chris Yaneff Ltd., Toronto.

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To the Editor: Re the attached ad from AA, June 26. . . .

By "The Personal Approach," I assume McCann-Erickson means a drake. Yes, it takes more than a duck to produce ducklings!

On the other hand, while the character in the ad cannot make ducklings—it can produce many "chips off the old block." Can a duck do that?

Milton Riback,
New York.

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If This Offer Is Made, Just Call Us McHale

To the Editor: I hope that Mary MacLaren, retiring from George H. Hartman Co. on Page 18 ("Getting Personal," July 3) snapped up [Kraft's] free offer [of cheese] to all MacLarens on Page 10 (same issue).

Now if I could just talk the Irish whisky people into putting out a call to all McHales. . . .

J. M. McHale,
Assistant Advertising Manager, Broadstreet's, New York.

• • •

He Has His Own Personal Equation for Agency Success

To the Editor: It's midnight, and I've just finished Kenneth Groesbeck's "Ten Point Formula for Agency Success" (AA, June 19). I think his California correspondent and other ad agency folk can well try to hold to his ten points and find themselves much happier as well as perhaps successful.

However, while I would say much the same thing, I believe it better to make it a personal equation. Having worked for some 22 firms in industry, printing, banking and public utility among others, and a few agencies over a period of years, my observation would be that most of the successful ones (some of mine went bankrupt) had three individuals. One was a salesman, one was a good financial man and the third was a production man. I've known a number of them to fail for lack of one of these three. And I very definitely believe that if you'll point up any "growth" outfit you have this combination.

I'll go further and reassign his ten points to these three individuals. Point No. 1—honesty—must be split among all three, as are points five and six. Again, points three and nine go to "S" which is the sales or contact end. And if you use "F" for the financial guy and "P" for the production (and that's creative, copy art and production) I'd assign Groesbeck's points six and seven to "F". Point ten splits into "P" and "F". And, of course, points two and four must be split among all three.

Now, going back to what I wanted to say, I'm pleased to see that he heads up with "honesty" and "ability." I've been with a few shysters for short periods and with other concerns lacking in some of his main points and, in passing years, I've tried to watch and see what happens in the long run. I've watched individuals rich

Crown Russe, Mars Shoot It Out on Outdoor Posters

To the Editor: We noticed with interest the story on Mars Candy on Page 123 of your May 22 issue.

We have enclosed the billboard that we created, and which has been up for some time, for our client, Crown Russe vodka.

Interestingly enough, the comparison between the Crown Russe board and the Mars board is one of those unique cases of similarity.

Richard R. Harris,
Vice-President, Cappy Ricks & Associates, Seattle.

Chicken a la Phillips 66

To the Editor: The juxtaposition of these two posters struck me as right droll. They are located on U.S. 29, between Atlanta and Athens, Ga.

John Riggall,
Advertising Manager, Citizens & Southern National Bank, Atlanta.

in one or more of the three "experiences" I list and invariably if they didn't add the two other ingredients they did not develop into a "growth" outfit. And, of course, it all comes back to his point 2, "ability." And I'd not say a man couldn't make a go of it for a while, but it quickly gets into tough going without some assistance from the other two of my three personalities. Any successful business you can name (unless purely selling) has all three and well stirred-in ability.

H. E. Anderson,
Ampersanderson Studio, Newport, N. H.

• • •

He Wants to Sample a Case of Wolfschmidt Vodka

To the Editor: At the risk of crying Wolfschmidt too often, I'd like to comment on the controversy of this vodka's ad claim to superiority.

In your July 3 letters column, Robert Lurie suggests that the answer to "how come I can tell" is that Wolfschmidt vodka *has* taste. But if I'm not mistaken, vodka must, by law, be tasteless.

Okay, Wolfschmidt, I give up. If vodka has no taste, how come I can tell which one is Wolfschmidt?

Come to think of it, I've never tried Wolfschmidt. Better send me a case. This one is going to take a little time.

Robert J. Tulp,
Remington Rand, New York.

• • •

He Objects to Ad Calling Other Ads 'Advertising Bunk'

To the Editor: The enclosed advertisement for Orleans Canning Co., Chicago, on its 100% meat dog food is another advertisement "we could do without."

The ad is to be found in the July, 1961, issue of *Woman's Day*

the "STEAK" of Dog Food
ORLEANS
ORLEANS
100%
MEAT
DOG FOOD
Dogs love it because there's nothing in it but MEAT. NO CEREAL FILLER. Dogs don't fall for advertising bunk about "meaty flavor". They know Orleans Dog Food tastes like meat because it is meat—all meat—and dogs need meat!
ORLEANS Canning Co., Chicago 5, Ill.

and tries to promote its all-meat dog food over those using a cereal filler by claiming "Dogs don't fall for advertising bunk about 'meaty flavor'."

At a time when much attention is being given to all advertising, it doesn't behoove those using it to add to the clamor by calling printed sales matter "advertising bunk." It is possible some dogs prefer a cereal with their meat or their diets call for something less than all meat.

Just as a non-sterling product can't be labeled "sterling," it would seem to me that Orleans can't or shouldn't entitle their product the "Steak" of dog food, unless the meat is all steak.

Albert Karsch,
Advertising Manager, *News*, Farmington, Mo.

• • •

Live Stock Bank Ad Flattered American National

To the Editor: In your July 10 letters section there appeared a note from W. N. Davidson, president of an agency bearing his name, which apparently handles the Live Stock National Bank of Chicago account. Accompanying the letter were reproductions of a Live Stock Bank ad about small business men and one of our current ads on the same subject.

Mr. Davidson pointed out that the Live Stock ad appeared in the *Chicago Sun-Times* on June 4 while our ad appeared in the *Chicago Daily News* eight days later on June 12. To quote Mr. Davidson, "We were startled . . . but we got quite a kick out of the close relationship of the headlines."

The Live Stock Bank is a very good friend of ours, and their advertising is of uniform excellence. But, I feel that Mr. Davidson was less than thorough in his research. Our ad on small business men first appeared in the *Chicago Tribune* on May 24! When we saw Mr. Davidson's Live Stock ad ten days later, we were not "startled" at all, merely flattered.

George H. Dempsey,
Director of Public Relations, American National Bank & Trust Co., Chicago.

• • •

This May Be for Those Who Dive for Olives in Martinis

To the Editor: I know you have published some very weird ads as "Advertising We Can Do Without," but I think we can well do without the enclosed which appeared in the June, 1961, issue of *Diver Below*.

I don't think "Friendly Preston Lutz" will have to worry about people knocking down his door when he doesn't even put the name of his town in the ad in a

national magazine.

Edwin P. Dawson,
Director, Sales Promotion & Advertising, Seamless Rubber Co., New Haven, Conn.

• • •

Andrews' Share of Case Billed Less Than Listed

To the Editor: I don't know where you got your information, but I was shocked, on examining the account-change listing on Page 68 of your July 10 issue, to learn that we had just lost a million-dollar account.

As a matter of fact, our gross billings on the J. I. Case *industrial and utility divisions* have totaled just barely over that amount in our past *two* fiscal years—and over two-thirds of that figure was billed in our 1959-'60 fiscal.

Perhaps the $1,000,000 figure was intended to include Case *agricultural* advertising, but the way it was put in your listing will certainly be grossly misleading to the uninitiated.

H. K. Kenyon,
President, Andrews Agency, Milwaukee.

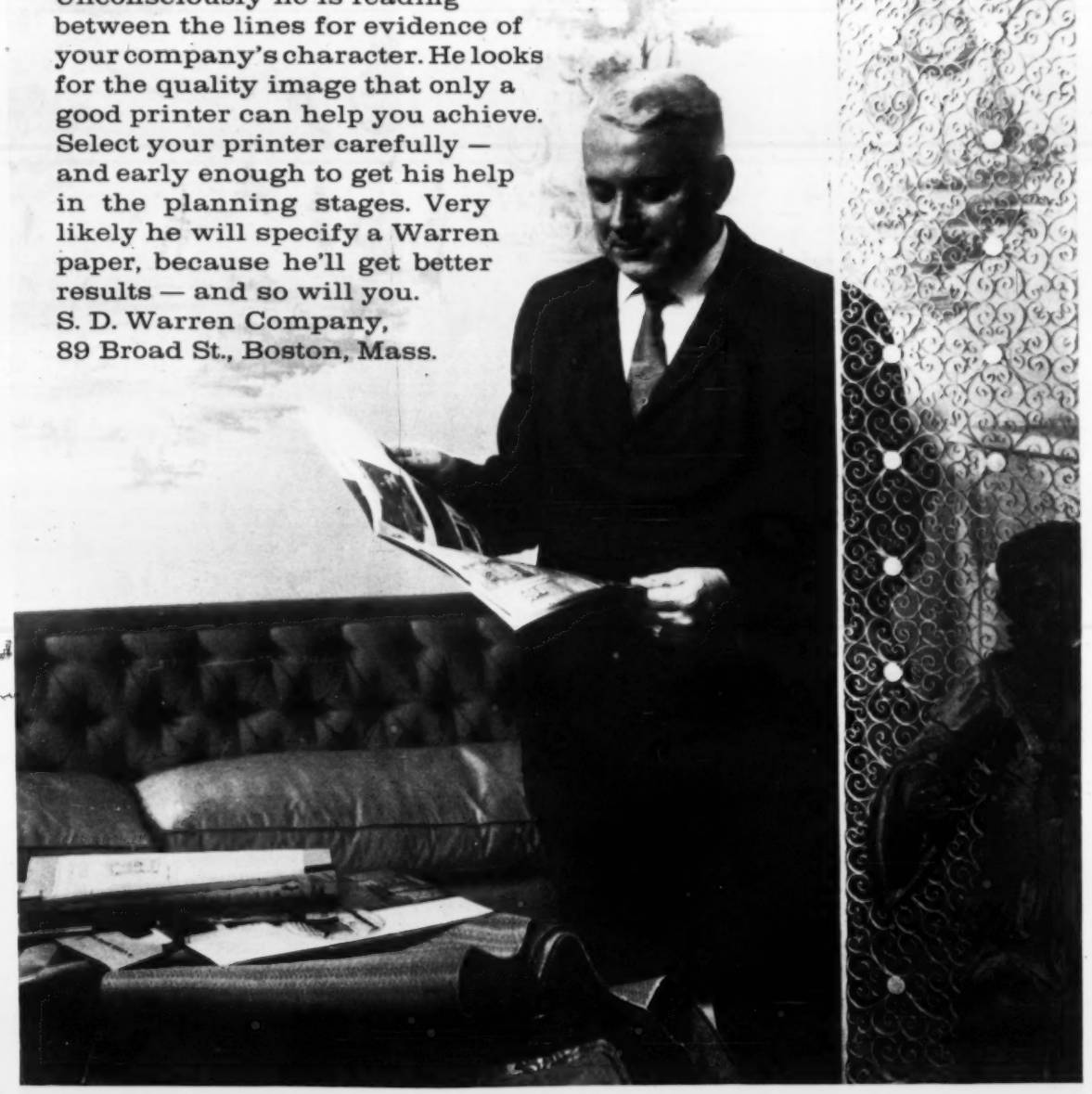
The $1,000,000 figure was, indeed, the total for all Case billing, not just the portion that moved from Andrews to Geyer, Morey.

FREE SAMPLING OPPORTUNITY

in Test City, U.S.A. (Columbus, Ohio). The only cost is your product . . . 23 gross. Write to: Ralph Hemming, c/o Columbus Dispatch—Citizen-Journal, Columbus 16, Ohio.

Do people read between the lines?

You do — and so do your customers. When this interior decorator, for example, studies your catalog, he sees more than just text and pictures. Unconsciously he is reading between the lines for evidence of your company's character. He looks for the quality image that only a good printer can help you achieve. Select your printer carefully — and early enough to get his help in the planning stages. Very likely he will specify a Warren paper, because he'll get better results — and so will you.
S. D. Warren Company,
89 Broad St., Boston, Mass.



Warren's HIGH STANDARD **printing papers make a good impression**

B+C · B+C · B+C ·

Schenley Shifts Dubonnet Account to Norman, Craig

(Continued from Page 1)

new campaign in the works for Dubonnet—one that will stick to wine selling and that will therefore be acceptable in all media.

HEUBLEIN BOOSTS BUDGET FOR HARVEY'S SHERRIES

HARTFORD, July 20—In another liquor development this week, Heublein Inc. announced a substantial increase in its budget for Harvey's sherries.

Heublein, importer of Harvey's sherries, reported that the campaign it launched for Harvey's in 1959 has increased sales by more than 15%, to the point where the brand "dominates" the imported sherry market.

This fall Heublein will kick off the second phase of the campaign, using "harder-sell copy and greater frequency." Last year Heublein spent about $250,000 to promote the sherries. This year the campaign will be in excess of $400,000. The number of insertions has been doubled, but the cost will not double, because a good deal of b&w will be used, in contrast to the previous emphasis on color.

■ The new ads, which begin running in September, will be headlined, "Let Bristol's famous wine merchants select your sherries." They will feature the top and bottom of the line—Bristol Cream, which sells for about $6.70 and is

HARVEY'S SHERRIES—*Heublein Inc. will promote its Harvey's sherries with ads like this in magazines, newspapers and business publications, starting in September.*

the leading seller, and cocktail sherry, which sells for about $3.65 (it was formerly called Harvey's amontillado, a generic name).

Victor A. Bennett Co., Harvey's agency, will be using this media lineup: *Gourmet, Holiday, House Beautiful, House & Garden, Newsweek* (eastern edition), *New York Herald Tribune, New York Times* and *New York Times Magazine, Social Spectator, The New Yorker, Time* (eastern edition), *Town & Country* and *Women's Wear Daily.*

Int'l Latex Adds Spot TV

International Latex Corp., New York, which hasn't used network tv since 1951, will return to the medium Sept. 18 with a $4,000,000 eight-month drive on six NBC minute carrier shows. Bras and girdles, rarely advertised in prime time, and gloves will be the featured products. Network will supplement spot, which will continue to get most of the tv dollars. Reach, McClinton & Co. is handling the drive.

Last Minute News Flashes

McCann to Handle Push for Schenley's Old Charcoal

NEW YORK, July 21—Schenley Industries was reported today to be preparing a new and expanded campaign for Old Charcoal Perfected, a bourbon brand in the J. W. Dant group. McCann-Erickson, a Schenley agency, was said to be in line for the assignment, although Kleppner Co. is the agency of record for the brand.

Permit Mail Restricted to One Station

WASHINGTON, July 21—Post offices in cities having postal zones and branch post offices have begun mailing notices to permit mail holders notifying them that hereafter mailing under any permit number will be restricted to a single point—the main post office or a specific branch office named by the permit holder. A mailer in New York, for example, could not deposit permit mail registered for the main post office at the Grand Central or any other office, unless he secured another permit (at the regular fee) for mailing through that office.

Flintkote Names Fred Gardner for Two More Units

NEW YORK, July 21—Fred Gardner Co. has been named by Flintkote Co. to handle advertising for its Van-Packer and industrial products divisions. Sidney Clayton Associates, Chicago, previously handled Van-Packer; McCann-Marschalk had industrial products. Gardner has been a Flintkote agency for four years, handling the Insulrock division.

Sinclair Uses Giveaway Drive; Other Late News

• **Sinclair Refining Co.,** New York, has embarked on a "fairly heavy" national direct mail program to consumers urging them to "be our guest for a free gallon of Sinclair Dino gasoline." Each mailing, worked out by the company with R. L. Polk & Co., includes a free-gallon coupon and a Sinclair credit card application.

• **Alice Moseley,** copy supervisor in the home office of McCann-Erickson, has been appointed vp and associate creative director, thus becoming the fifth woman vp of Interpublic Inc. The others are Margot Sherman, Solita Arbib and Lida Livingston, all with McCann-Erickson, and Virginia Miles, of McCann-Marschalk.

• **Donald E. Jordon,** formerly creative director of McCann-Erickson's Los Angeles office, has joined the creative staff of Lynn Baker Inc., New York.

• **David R. Seibel** will join Pillsbury Co. July 31 as sales and marketing manager. He succeeds Jack Hubbard, who resigned to join a sales promotion organization. Mr. Seibel, 34, is assistant advertising and sales promotion manager of Rath Packing Co., Waterloo, Ia. He has been with Rath for 11 years.

• **Cincinnati Milling Machine Co.,** Cincinnati, has appointed Farson, Huff & Northlich to handle advertising for its machine tool division, effective Oct. 15. Orr Co., Cincinnati, currently handles the machine tool account. Farson, Huff also has been named agency for Taft Broadcasting Co., Cincinnati; a new drive is being planned. Strauchen & McKim formerly handled Taft.

• **Simoniz Co.** is planning to market a new liquid floor polish in the near future. The polish reportedly will resist repeated scrubbings with soaps and detergents. The product has not yet been named, and ad plans have not been set. It will be launched as an industrial product and later as a consumer item. Buchen Advertising, Chicago, is the agency.

• **Grabin-Shaw Advertising,** Milwaukee, has been appointed by Neochem Products Co., Neosho, Mo., to handle advertising for Diphacin, an anticoagulant rodenticide. Vic Maitland Associates, Pittsburgh, previously handled the account. Neochem is a wholly owned subsidiary of Nease Chemical Co., State College, Pa. Media and ad plans are now in the formative stage.

• **WFMT,** Chicago fm station, which programs classical music and cultural matter, will launch a "fine arts" magazine, *WFMT Perspective,* next October, with an initial subscription circulation of 25,000 in the station's six-state coverage area, plus another 25,000 distributed on newsstands and in bookstores. The advertising sales staff includes George Bogart, formerly head of the Calkins & Holden Chicago office; John W. Andrews, formerly with *Life;* and Ray Nordstrand, assistant manager of the station. The national one-time rate will be $545.

• **C. J. LaRoche & Co.,** New York, and Fawcett Publications will end their agency-publisher tie Oct. 15 because of "disagreement over the direction the publication advertising would take." LaRoche, on the $300,000 account a year and a half, concentrated on *Woman's Day* and *True.*

• **William N. Farlie,** operations manager of advertising and sales promotion with Esso Standard region of Humble Oil & Refining Co., New York, has been named New York coordinator of Esso Standard advertising and sales promotion. Robert M. Gray, recently named manager of advertising and sales promotion of Humble, will move to the same post with the new Humble marketing department in its Houston headquarters.

• **Cambridge Scientific Industries,** Cambridge, Mass., has appointed Dean L. Burdick & Associates, New York, to handle advertising for its medical instrumentation products, electronic components and aircraft electrical accessories.

• **Magazine Publishers Assn.** board of directors has "decided to undertake a thorough review of its program and the direction of its plans for the future." The board said that "implicit in this study is an appraisal of the manpower needed for the successful achievement of new MPA goals in the next five years." Robert E. Kenyon Jr., elected MPA president five years ago, "meanwhile will continue to direct MPA programs for which he has been responsible." Mr. Kenyon, whose contract expires Dec. 31, said today, "I can't say; I don't know," when asked if his contract would be renewed.

• **Glasspar Boat Co.,** Santa Ana, Cal., has named Leland Oliver Co. to handle its advertising. The $151,000 account was formerly with Carson/Roberts, Los Angeles.

• **Norman Skier,** formerly merchandising manager of the DuMont division of DuMont Emerson Corp., New York, has been named advertising and merchandising manager of Fedders Corp. He succeeds Harry A. Kraus, who has joined the advertising staff of DuMont Emerson.

Please don't try to buy this product
because it isn't for sale—*yet!*
colleen
(But if you are impatient, and a woman, and live in the Dallas area—you can preview it!)

COUPON TEST—*Mayfield Industries, Fort Worth, is offering to send women a sample of its new "internal sanitary protection" for 25¢ plus coupon before the product is put on sale in drug stores in this newspaper ad which ran in Dallas. The company has refused to divulge future ad plans until its stockholder meeting on July 25.*

Puffed Cereal Too Puffy; Shipment by Quaker Seized

(Continued from Page 1)

resented the health-giving potential of its product, and implied that the purchaser gets more value than he actually gets. Snow Crop has demonstrated a willingness to abandon the newspaper ads which figure in the controversy, but it has protested that the slogans which are included in the labeling on the juice cans would be costly to eliminate.

■ Part of the dispute hinges on the phrase, "100% richer in visible flavor cells," which is imprinted on the ends of Snow Crop cans. FDA spokesmen said these "visible flavor cells" are actually pulp, which is a characteristic of Snow Crop.

While FDA people concede that the pulp gives a distinctive flavor to Snow Crop, they contend it is deceptive to tell the public that the pulp is "flavor cells."

Another issue involves the statement, "Equal to the juice of up to 12 oranges" which is imprinted on Snow Crop cans. FDA says investigation shows that cans contain juice from six or fewer ordinary oranges.

FDA also objected to an ad which Snow Crop used last winter under the headline, "Urgent news for mothers. The natural Vitamin C in 100% richer Snow Crop frozen orange juice helps your children to fight flu and resist colds."

■ FDA said this is a false and misleading statement because it creates the impression that the article is 100% richer in Vitamin C and that it will improve health, increase energy, help fight disease and resist infection.

FDA decided to look at other brands of frozen orange juice after Snow Crop protested that its competitors are out of line, too. #

McLendon Buys WBNY

McLendon Corp., Dallas, has bought WBNY, Buffalo, N. Y., from Straus Broadcasting Co., New York, for $650,000. The sale is subject to the usual FCC approval. McLendon has announced plans to sell its daytime outlet WYSL, Buffalo, to clear the way legally for the purchase of the fulltime station. WYSL-FM will stay in the McLendon Group.

New Puffer Too Effective; Packages Are Being Recalled

(Continued from Page 1)

tremely uniform in size. Small, or underpuffed, kernels have been largely eliminated. Because of this superior product uniformity, the packaging department at Shiremanstown recently has had some difficulty in getting full weight into the boxes, even though they have been filled to the top.

"The problem has occurred at no plants of the Quaker Oats Co. other than Shiremanstown.

"We understand that a limited number of cases of Puffed Wheat and Puffed Rice with incorrect weight labels have been found at Camden, N. J., and Baltimore, Md., and have been removed from sale.

■ "Several days ago the company notified buyers in the eastern region served by the Shiremanstown plant, requesting that they return their warehouse stocks of Puffed Wheat and Puffed Rice to the plant for checking. Arrangements also are being made to recall retail stocks.

"The Quaker Oats Co. has never intentionally mislabeled its products, and we intend to make sure that no short weight packages reach the public." #

Twiggs, Former C&W Exec, Joins J. W. Raymond Shop

LOS ANGELES, July 21—Reginald W. Twiggs, currently embroiled in a slander suit against Cunningham & Walsh and two top executives of the agency, has joined J. W. Raymond Advertising here.

As exec vp and as a principal in the agency, Mr. Twiggs, who had been on leave of absence as vp and general manager of C&W's Los Angeles operation, has charged C&W, Board Chairman Robert R. Newell and West Coast Exec Vp Robert W. Dailey, with slander (AA, June 5).

Meantime the agency confirmed today that Mr. Twiggs had been fired while on leave, and that an answer to his charges is currently being framed by attorneys and executives of the agency. #

Hagan Names Barbetta/Miller

Hagan Publishing Co., Montclair, N.J., has appointed Barbetta/Miller Advertising, South Orange, N.J., agency for *Architectural & Engineering News.*

List of 8 Questions Gumbinner Asked

Here's what Gumbinner asked stations regarding the longer station break *(answers appear in table in adjoining columns)*:

I. At what date will this change be effective?

II. What decrease in rate do you plan to make to adjust for dilution of effectiveness of commercials?

III. Would an order for a longer chain break pre-empt an order for a shorter one; i.e., a 30-second pre-empt a 20-second spot?

IV. Where do you plan to run your station identification breaks?

V. Do you plan to offer announcements on a first position or second position basis?

VI. If the answer to No. V is yes, do you plan to charge a premium for either position? Which one?

VII. In a 70-second break period, how many commercials will you run and in what length: (a) 60 seconds plus 10 seconds; (b) 30 plus 30 plus 10; (c) 40 plus 30; or (d) 20 plus 20 plus 20 plus 10? (This question was included because CBS said earlier it might include some prime time 70-second breaks, but this idea since has been dropped by the network.)

VIII. In a 40-second break period, how many commercials and what length will be allowed by your station: (a) 40 second (cost of this); (b) 30 plus 10; (c) 20 plus 20; or (d) 20 plus 10 plus 10?

Gumbinner Notes Trend to Longer TV Ads, Sees Loss of Impact on Viewers

(Continued from Page 1)

—the increase in commercial time —are an encroachment on the viewers' entertainment; those who have objected to commercials in the past will resent them even more—and the power of television advertising, the value of our clients' expenditures, may be seriously impaired," he added.

■ Most of the 72 stations said they will not offer announcements on a first position or second position basis. Six stations said they will offer them on a first come, first served or "as available" basis. Two stations will offer positions on a rotating basis. One station said it would run a 20 first and a 10 next. One respondent said that position would depend on size of the contract.

Nine of the stations which specified that they would accept a 40-second commercial, said that they would charge double the 20-second rate.

In his letter to broadcasters, Mr. Gumbinner reiterated the agency's policy against triple spotting. He said the agency would continue to spot-check stations and demand that its clients receive cash credit or a make-good for violations of contracts. ≠

Smith-Corona Ads Push Classic Model

NEW YORK, July 19—Smith-Corona Marchant took time out from its agency interviewing this week (AA, June 19) to introduce another typewriter, the Classic, to retail at $109.50.

The new model will join two others that are distributed solely through servicing dealers—a portable electric Coronet, at $159.50, and an Electra 12 intermediate electric, at $225.

The move was regarded as an effort by Smith-Corona to beef up the dealers' exclusive lines—which fight for the consumer's typewriter dollar against discount houses and other outlets which carry other Smith-Corona models—the Galaxie, a deluxe manual at $141.50, the Sterling, $99.50, and the Skywriter—the big competitive gun against foreign makes—which goes for $74.50.

■ An ad campaign for the Classic will get under way in September, through *Geyer's Dealer Topics* and *Office Appliances*, using b&w spreads.

The company hopes to have its new agency, whose identity is expected to be revealed momentarily, prepare the campaign. Cunningham & Walsh had been Smith-Corona's shop for 26 years. ≠

Co-Ordinated Adds 2 Accounts

The Philippine Tobacco Board, representing the tobacco industry of the Philippines, has appointed Co-Ordinated Marketing Agency, New York, to handle its advertising, public relations and merchandising programs in the U.S. Co-Ordinated also has been named to handle advertising for Jockey Club Restaurant, Washington. A national campaign in magazines and newspapers is planned for the restaurant.

Canada Magazine Unit Runs U.S. Ads Explaining Report

TORONTO, July 20—The Periodical Press. Assn. this week bought space in the *Washington Post* to 40-second commercial said that reproduce an editorial on recommendations of the Royal Commission on Publications that appeared in the *Ottawa Journal*, July 4.

The editorial, believed to be written by Gratton O'Leary, editor of the *Journal* and chief of the three-man royal commission, is entitled "What would Americans do?" and is a fiery recap of the commission's findings, coupled with another slap at the Canadian editions of *Time* and *Reader's Digest* and a call for "our own integrity . . . about Canadianism."

The advertisement was also placed in this week's issue of the *Financial Post*, a Maclean-Hunter publication.

The "editorial-advertisement" also is being run in the advertising and marketing press in the U.S.

■ C. J. Laurin, president of the Periodical Press Assn. and a senior executive of Maclean-Hunter, today told AA that the modest advertising program could not be considered a campaign.

"We felt that the editorial was written in such a way as to give Americans a clear view of our standpoint," he said. "We are by no means conducting a campaign. We merely bought space in a few U.S. publications to reprint what we consider to be an excellent editorial.

■ "If the recommendations of the report are implemented by government—and *Time* and *Reader's Digest* are unable to acquire the $9,000,000 they now take annually from Canadian advertisers—we don't for one minute think this sum will go into Canadian magazines. Canadian media will have to fight for it among themselves—but all will be better off. As I say —and as the PPA indicates by its ads—the *Journal* editorial states our case perfectly." ≠

Network Station Break Policies

Compiled from Questionnaires Sent to Stations by Lawrence C. Gumbinner Advertising Agency

			I†	IV	V	VI	VII	VIII
KNOP-TV,	North Platte, Neb.	NBC		End of break	—	No	A & B	B & C
WJPB-TV,	Fairmont, W. Va.	ABC		Between anns.	(First come)	"	2 @ 25"	C @ rate cd.
WKNX-TV,	Saginaw-Bay City, Mich.	CBS		On break	"	"	2 only	—
WTPA,	Harrisburg, Pa.	Fall		Between anns.	No	"	A	B & C
KDAL-TV,	Duluth, Minn.	—		In break	"	"	2 only	2 only
KFMB,	San Diego, Cal.	—		"	"	"	"	"
WNEP,	Scranton, Pa.	Fall		"	"	"	"	"
WFAA,	Dallas, Tex.	—		"	"	"	"	"
WPST-TV,	Miami, Fla.	—		"	Depends on size of contract	"	—	—
KWTV,	Oklahoma City, Okla.	—		"	No	"	"	"
WROC-TV,	Rochester, N.Y.	NBC		"	"	"	"	"
WISN-TV,	Milwaukee, Wis.	—		"	"	"	"	"
WTVD,	Durham, N.C.	—		"	"	"	"	"
KREM-TV,	Spokane, Wash.	—		"	"	"	"	"
KARK-TV,	Little Rock, Ark.	—		"	"	"	"	"
KVOO-TV,	Tulsa, Okla.	—		"	"	"	"	"
WJAR-TV,	Providence, R.I.	—		"	"	"	"	"
WSB-TV,	Atlanta, Ga.	—		"	"	"	"	"
KOB-TV,	Albuquerque, N.M.	—		"	"	"	"	"
WSM-TV,	Nashville, Tenn.	NBC		"	"	"	"	"
WDAF-TV,	Kansas City, Mo.	—		"	"	"	"	"
WNEM-TV,	Saginaw-Bay City, Mich.	—		"	"	"	"	"
WTAR-TV,	Norfolk, Va.	—		"	"	"	(NAB Code)	
WEAU-TV,	Eau Claire, Wis.	NBC		In ½ hr. break	"	"	A	C
WTVC-TV,	Chattanooga, Tenn.	—		In break	"	"	2 only	2 only
WLOF-TV,	Orlando, Fla.	—		"	"	"	A	C
KGUN-TV,	Tucson, Ariz.	Oct. '61		"	"	"	A	C
KELP-TV,	El Paso, Tex.	Fall		Varied	"	"	A	B & C
WLUK-TV,	Green Bay, Wis.	Fall		Following CBS	"	"	A & C	B & C
WPTA,	Ft. Wayne, Ind.	—		"	"	"	A	C
WKYT,	Lexington, Ky.	—		In break	"	"	A & C	B
WENT,	Evansville, Ind.	—		Last in break	"	"	A	C
KHVH-TV,	Honolulu, Hawaii	6/1/61 (60 or 20 on all breaks)		End of break	"	"	(60+20)	(60+20)
KNTV,	San Jose, Cal.	—		"	"	"	2 only	2 only
WTVH,	Peoria, Ill.	10/1/61 approx.		"	"	"	A & C	A+B+C
WTVP,	Decatur, Ill.	"		"	"	"	"	"
WRVA-TV,	Richmond, Va.	10/1/61		—	"	"	"	"
KZTV,	Corpus Christi, Tex.	CBS		—	No	No	2 only	2 only
WHTN,	Huntington, W. Va.	CBS		—	"	"	A	C
WBZ-TV,	Boston, Mass.	—		Open	"	"	20+20/30+10	2 only
WJZ-TV,	Baltimore, Md.	—		"	"	"	"	"
KYW-TV,	Cleveland, O.	—		"	"	"	"	"
KDKA-TV,	Pittsburgh, Pa.	—		"	"	"	"	"
KPIX-TV,	San Francisco, Cal.	—		"	"	"	"	"
KOCO-TV,	Oklahoma City, Okla.	Fall		In break	"	"	2 only	2 only
KTVL-TV,	Tulsa, Okla.	"		Where avail.	"	"	"	C
KCRA-TV,	Sacramento, Cal.	—		Before show	"	"	"	"
KRNT-TV,	Des Moines, Ia.	CBS		Between CBS	"	"	A & C	(2x20" rate=40")
WHYN-TV,	Springfield, Mass.	—		—	"	"	A	B & C
WEAT-TV,	Palm Beach, Fla.	10/1/61		In break	First come	"	A & B	A-B-C
WOAI-TV,	San Antonio, Tex.	—		"	No	"	2 only	2 only
KING-TV,	Seattle, Wash.	—		Before show	"	"	A	B & C
WFBC-TV,	Greenville, S.C.	—		In break	"	"	2 only	2 only
WVUE,	New Orleans, La.	Fall		End of break	As avail.		(A Yes) (C Poss.)	A+B+C 2@20"=40" (150% of 20" (+50% of 20" (=30"
WSPA,	Spartanburg, S.C.	—		In break	As avail.	"	2 only	2 only
WABI-TV,	Bangor, Me.	—		Last in break	No	—	A+B+C+(20+20+10) Pub. Serv.	A, B, C, D
WTWV,	Evansville, Ind.	10/1/61		In break	"	No	A	B & C
WNCT,	Greenville, N.C.	Sept. 1961		Last in break	"	"	A	A & C
KTRK-TV,	Houston, Tex.	Fall		—	Rotate	"	A & C	B & C
WWLP-TV,	Springfield, Mass.	—		—	No	"	A	C
WTRF-TV,	Wheeling, W. Va.	—		—	Rotate	"	—	—
KTSM-TV,	El Paso, Tex.	—		Early break	No	"	A	D
KTVO-TV,	Ottumwa, Ia.	—		Last 2 secs.	Yes	"	A + C	A B C
WRBL-TV,	Columbus, Ga.	—		"	No	"	A	B + C
KID-TV,	Idaho Falls, Ida.	—		—	As avail.	—	A + C	A + B
KYTV,	Springfield, Mo.	—		Last 2 secs.	No	No	A	B + C
WTVM,	Columbus, Ga.	—		"	"	"	2 only	2 only
WKRG-TV,	Mobile, Ala.	—		—	"	"	"	"
WOWL-TV,	Florence, Ala.	—		Last 2 secs.	" (20 secs. 1st (10 secs. 2nd	"	A + C	B + C
KOLD-TV,	Tucson, Ariz.	—		—	No	No	A + C	B + C
KOOL-TV,	Phoenix, Ariz.	—		—	"	"	"	"
KVAL-TV,	Eugene, Ore.	—		—	"	"	A	C

†Question II covered costs. All stations said they planned no decrease in rates. Question III related to pre-emption policy. Only KZTV, Corpus Christi, said a longer break would pre-empt a shorter one.

WLKY-TV to Begin Commercial Telecasting Sept. 1

A new American Broadcasting Co. affiliate, WLKY-TV, Louisville, will begin commercial telecasting on Channel 32 Sept. 1. The uhf station will take over 22 programs now seen on Channels 11 and 3, as well as other ABC shows which have not been telecast in that area.

Dick Shively, formerly manager of WTVW, Evansville, Ind., has been appointed vp and general manager of WLKY-TV.

WKMH Names Bagley

WKMH, Detroit, has appointed Reed Maxwell Badgley marketing and sales promotion manager. Mr. Badgley was formerly an account executive of Grey Advertising Agency and Sullivan, Stauffer, Colwell & Bayles.

Pearson Joins Ralston

Arthur S. Pearson, formerly manager of market research of Jell-O division, General Foods Corp., White Plains, N.Y., has been appointed director of market research of Ralston division, Ralston Purina Co., St. Louis.

THIS IS WALGREENS PLEDGE TO YOU:
You Can Lower Your Cost of Medication Here and Now
Your Walgreen Pharmacist
Why
What About
LET US PRICE AND FILL YOUR NEXT PRESCRIPTION
Walgreens
DEPENDABLE PRESCRIPTION SERVICE

WALGREEN'S DRUGS—*In a bid to boost prescription drug sales and to counter an upsurge of cut-rate drug marketers, Walgreen Co. ran this page ad in the July 18 issue of the Chicago Tribune. R. Jack Scott Inc., Chicago, is the agency.*

Rule Change to Give Canada Radio More Flexibility in Ad Use

MONTREAL, July 18—With an eye on rewording rules dealing with advertising content, aimed at giving radio stations greater flexibility in presenting programs unbroken by a series of commercials, the board of broadcast governors of the publicly-owned Canadian Broadcasting Corp. rolled up shirtsleeves today for a thorough house-cleaning job.

New rules governing "chain broadcasting" are included in a proposed overhaul of the board's present regulations governing radio operations in Canada.

In a new draft of the regulations, the board set out its ideas on how the present rules should be revised. But before any of its proposed revisions go into effect, the board plans to hear the views of the radio industry at a public hearing in Ottawa Aug. 22. The proposed radio regulations are chiefly aimed at tidying up the old rules in the light of the present-day radio operations.

■ "Except for the new radio network provisions, it's largely a house-cleaning job," said one source. However, another source noted two other significant changes besides the draft proposal for private radio network operations. They are:

1. A proposal aimed at obligating all radio stations to submit annual reports on how they have promoted and ensured the greater use of Canadian talent and material.

2. A rewording of the regulations dealing with advertising content, aimed at giving radio stations greater flexibility in presenting programs unbroken by a series of commercials.

The present regulation tends to encourage radio stations to go in heavily for disc jockey shows, in which commercials are interspersed throughout a musical program, the source said.

In theory, under the new ruling, a radio station could lump a series of spot commercials, then follow with a fairly long program unbroken by commercial messages, it was explained.

The proposed rule merely specifies that no station shall devote more than 20% of the time from 6 a.m. to 12 midnight to commercial messages—with a limit of 30% in any full hour. #

Wallace Labs Tries Out Bob & Ray Phone Ad for Soma

Wallace Laboratories, Cranbury, N. J., is testing humorous Bob & Ray advertising via telephone in Chicago for its Soma prescription muscle relaxant. The promotion is directed at doctors, who receive a letter from Bob Eliot and Ray Goulding asking them to dial a certain number to hear a product promotion for Soma.

The commercial lasts less than two minutes. In it, Bob & Ray give the "case history" of Luther BeKay. Mr. BeKay reveals he is teaching himself to be an astronaut by jumping on and off a merry-go-round. Following burns and back injury suffered when he "re-entered" through the attic, his doctor puts him on Soma, which combines a pain reliever with muscle relaxant. As a result, he spends only 11 days bedridden instead of the expected 41. At the end, Bob & Ray ask the doctor to leave name and address in order to receive more information and professional samples. All calls are metered. Leo Burnett Co. is the agency.

F&S&R Names Lowitz, Lovell, Ruhaak in N.Y., Boston, Chicago

Anson C. Lowitz has been named a vp and group manager on Lehn & Fink by Fuller & Smith & Ross, New York, which acquired the $1,000,000-plus account from Ted Bates & Co. last month. Mr. Lowitz will supervise Stri-Dex medicated pads, Noreen color hair rinse, Hinds Honey & Almond cream and Lysette. Most recently he was a member of a four-man team of the International Cooperation Administration sent to Israel to teach American marketing techniques to officials there. Previously Mr. Lowitz was a vp and account supervisor of Doherty, Clifford, Steers & Shenfield.

At the same time, F&S&R has named Jack Lovell art director of its Boston office, which officially opens Aug. 1. Mr. Lovell previously held a similar post with American Optical Co., a F&S&R client. F&S&R also named John E. Ruhaak, formerly commodity advertising manager of U. S. Gypsum Co., an account executive in its Chicago office.

Your Address: Chicago's magnificent gold coast
181 East Lake Shore Drive
Overlooking Lake Michigan . . five minutes from downtown . . steps from Michigan Avenue stores. Fine Restaurant. Superb air-conditioned rooms & suites at sensible prices.
Donald O. Cronin, Mgr.
SUperior 7-8500
LAKE SHORE DRIVE HOTEL

Think

BIG *when you think of* PHOENIX

This tiny tot dramatizes a daily episode in Phoenix' tremendous growth: Phoenix banking transactions for the past 12 months topped **$10 billion**—more than **double** the 1955 figure. Money **moves** in Phoenix!

Home building is flourishing, too. Of all U.S. metropolitan areas, Phoenix ranked **8th** last year in the number of new dwelling units. And in population ranking—Phoenix soared from 98th place in 1950 to **29th** in 1960.

Penetrate this **spending** power with the **one low-cost medium** that does the **big** job. Daily metropolitan coverage, 90.5% (Arizona family coverage, 61.4%).

The Arizona REPUBLIC *Morning and Sunday* — The Phoenix *Gazette* *Evening*

WRITE OR WIRE NATIONAL ADVERTISING DEPARTMENT, BOX 1950, PHOENIX, ARIZONA • REPRESENTED NATIONALLY BY KELLY-SMITH CO.

Lewyt's Breezy Departure Leaves Partial Vacuum in Cleaner Business

Switch from Direct Selling to Appliance Dealers Was Big Step

NEW YORK, July 18—When Alexander Lewyt bowed out of the vacuum cleaning business July 1, the industry lost a man who for a decade practically swept all before him, thanks to advertising.

"We believe the appliance business is a show business, and that those who put on the best show are at the top," he once said.

Mr. Lewyt founded his vacuum cleaning operation after World War II. A couple of weeks ago, he sold out to Signal Mfg. Co., Salem, Mass., and will devote his time now to developing foreign business for Signal.

Lewyt Corp. had manufactured electronic and precision equipment on a contract basis for 60 years when Mr. Lewyt decided to branch into the consumer field. He chose vacuum cleaners, because market research showed there was a saturation of only 50% in the field, as against more than 90% in the radio field.

Surveys indicated that 25% of the 18,000,000 vacuum cleaners then in use were ten or more years old. Mr. Lewyt estimated there was a market for up to 30,000,000 vacuum cleaners.

Three years later, in 1951, Lewyt reported it had sold 3,000,000 units.

■ The formula was simple. "Lewyt revolutionized the vacuum cleaner industry," a former advertising associate said. "He swept out the old door-to-door sales system and took his business to appliance dealers. It was a fabulous merchandising story."

Mr. Lewyt awarded his business to Hicks & Greist, which lived with the account up to last year. From the start, the company invested big money in its campaigns. In 1951, a fall campaign alone called for a reported investment of $800,000 in magazines, outdoor and trade publications. At the time, the company credited 38% of its sales directly to advertising.

Lewyt's co-op ad program was once reported to represent an overall cost of some $2,000,000—about half as much as it spent at the peak of operations. The recommended program called for 50% of local budgets to be spent in newspapers, backed by 25% in outdoor and the remaining 25% split among radio, tv and other media.

■ By 1954, Lewyt was using more than 14,000 outdoor posters in more than 200 cities to remind prospects that it was Lewyt that pioneered one of the industry's advances—"No dust bag to empty."

That year saw Lewyt's co-op investment in newspapers soar to $3,000,000, and all advertising featured its new Model 66 with "automatic four-way rug cleaning."

Outdoor coverage spread to Canada, after a single-city trial. So much interest was evoked that Lewyt launched a coast-to-coast campaign in the medium. Most Lewyt posters contained fewer than eight words (Example: "Lewyt will do it"), and the Lewyt logo was prominently displayed. All posters were dealer imprinted.

■ In 1951 Associated Business Publications gave Lewyt an award for its ads, noting that "although the theme is old and the presentation is 'corny,' it is still effective, and each ad packs a real wallop, telling the success of other dealers. It's an attention-getting campaign . . ."

The standard recipe was smashing full-page copy. All ads carried a specific message, designed to show dealers how the company was helping them sell the product. Lewyt's ad director at the time, Gerald B. Smith, told ADVERTISING AGE in 1954, "We never run one of these ads unless we have something to say to the dealers. If we haven't anything to say, we cancel the space—but we generally have something to say."

He added that while the vacuum cleaner business has been a door-to-door sales operation, "we believed, and have proved, that any dealer who can sell washing machines in volume can sell vacuum cleaners."

Lewyt's print copy featured traffic-building premiums. "Lewyt dealers get biggest outdoor program in cleaner history," trade advertising shouted. "Small town dealer sells 29 Lewyts with just two ads"; "Not one, not two, but 11 national magazines this spring in Lewyt's 18-day powerhouse."

■ Those were the messages at Lewyt's 10,000 dealers and distributors. Some of the bigger ones were alleged to be doing volumes from $10,000,000 to $25,000,000 a year. Consequently they were handled like VIPs in Lewyt ads.

"They are important people in their own right, as well as in their value to the company," Mr. Smith said. "Advertising addressed to them has got to be good."

Mr. Lewyt himself called the trade press the backbone of his business. "A good product—the best product—is not enough," he said. "A program of public acceptance is needed."

Lewyt glided over a few rough spots in the carpet to get to its eminence. In 1949, the courts held Lewyt to be infringing patents held by Health-Mor, Chicago manufacturer of Filter Queen vacuum cleaners. As a result, Lewyt had to knock out its filter cone (root of the fracas with Health-Mor) and replace it with a device called Speed-Sak, described as a "filter that traps the dirt."

■ The Speed-Sak required no emptying. The housewife simply threw the bag away, dirt and all, and put a new one in the cleaner. Lewyt users got six Speed-Saks when they purchased the cleaner—a year's supply. Thereafter they could buy six more for $1. Lewyt boasted the Health-Mor suit affected neither its volume nor its prestige.

"Selling methods have come the full cycle, and today we're back on the stage," said Mr. Lewyt. "Whether we wind up with a flop or a smash hit depends largely on the script, meaning the promotional methods we adopt, and rehearsals, meaning advance planning."

He said, "There is no question in my mind that advertising when properly used is one of the most powerful merchandising forces in existence. It has certainly been one of the outstanding factors in the success of the vacuum cleaner business."

■ Mr. Lewyt was an early user of show business gimmicks. In September, 1954, he staged a 15-minute telecast on WTTG, Washington, to demonstrate a new vacuum cleaner to the public and to retail salesmen. He revamped his product at every turn.

A total of $2,000,000 went into promoting the vacuum cleaner "on big wheels" in 1954. The next year, the fall program called for $2,000,000 in advertising to introduce the 1956 model, a square-shape, two-tone job. "Finger-tip cleaning" was a main theme of that campaign, along with the exuberant slogan, "The cleaner rolls—the nozzle rolls—everything rolls with Lewyt."

For that promotion, sales managers were treated like sultans in a $5,000 contest called, "Win your weight in silver."

Lewyt kept up the pressure for a year or two after that, but that was practically the end of the line. Two factors tipped the scales. One was the far-reaching impact of General Electric Co.'s decision to go off fair trade. ("I still remember the day we got together to work out the way we would face that situation," a former agency man said.)

■ The other factor was Mr. Lewyt's electronics operation, Lewyt Mfg. Corp. He began devoting more time to that work, and when he sold that operation to Budd Co., Philadelphia, in 1959, a condition of the sale was that he be available to Budd for a year.

Last fall Mr. Lewyt again turned to the vacuum cleaner business. Among the innovations he engineered for the company's comeback was a hair dryer attachment and an air-purifying device.

But while he was working at these, billings had dropped drastically, to somewhere around $100,000. Hicks & Greist decided by year's end to resign the business and pick up Regina Corp.

For 1961, Lewyt had a last fling at the big leagues by shelving its 1960 model—pretty much of a flop—and introducing a new compact unit. Handled by Geyer, Morey, Madden & Ballard, there was a great splurge of advertising in the first few months.

But last month Mr. Lewyt sold out to Signal, which shifted the account to its own agency, Silton Bros., Callaway, Boston. #

STAMPS IN TAXIS—*City Taxi Co., Naperville, Ill., has begun offering King Korn trading stamps to passengers. Here, Driver Edward Berger hands over a sheet of stamps to Margie Rhodes.*

ABC Int'l Will Add Panama Station to Regional Net

ABC International Television, subsidiary of American Broadcasting-Paramount Theaters Inc., will add another link to its Central American tv network with the opening of a new station in the Republic of Panama later this year. Televisora Nacional, which is building the new station in Panama City, has agreed to join the regional network which ABC organized in five other Central American countries last year. ABC will also supply the new Panama station with engineering, financial and administrative assistance, and will serve as the station's program purchasing agent and sales representative.

This Week in Washington . . .

U.S. Travel Industry Must Handle Visitors Lured by Uncle Sam's Ads

By Stanley E. Cohen
Washington Editor

WASHINGTON, July 20—The Department of Commerce is confidently tooling up for its "Visit the U.S.A." tourism program. But the success of the project is going to rest on the degree of interest that can be aroused in the various segments of the travel and entertainment industries.

Commerce Secretary Luther Hodges has recognized from the start that a tourism program that involved nothing more than a sales drive would result in a waste of money. While the government's ads can extol our attractions, the tourism industry must find ways of making these attractions accessible to the visitors who decide to come here.

The U.S. has been lagging in attracting foreign visitors for a variety of reasons. Distances and price differences placed us at a big disadvantage. We accepted defeat so completely that our tourism industry has not been accustomed to looking beyond our borders for any substantial number of customers.

■ Now, however, there are good reasons to believe we can do better. In its increasing affluence, western Europe has become accustomed to price levels which resemble our own. Through air transportation, the U.S. has become accessible to Europeans, just as Europe has become accessible to hundreds of thousands of Americans who have no more than two or three-week vacations at their disposal.

In this effort to attract tourists, we sometimes tend to over-estimate the difficulties we face. For example, much has been said about the language barrier. Is it really necessary that millions of Americans take cram courses so they can welcome visitors in their native tongues?

Needless to say, a multi-lingual person will be particularly valuable to any business that will benefit from tourist trade, but my own experience during three wonderful weeks as a tourist in western Europe recently was that even in such tourist havens as Italy and France, surprisingly few of the local people had any command of English.

■ Most of the tourists who visit the U.S. presumably will be moving in homogeneous groups, with multi-language guides. In competent hands they will travel painlessly through the land, just as an American touring group moves painlessly through France and Italy, with little inconvenience from the language barrier.

Some of the most cherished memories of my own trip involve the moments when I was bumbling along on my own, in defiance of the language barrier. But the foreigner who goes off on his own—an American in France or a Frenchman in America—without some skill in the local language must be prepared for the inconveniences that inevitably occur when communication is reduced to monosyllables, or to some third language which neither party speaks proficiently.

Many French and Italian shops have some English speaking personnel. Yet at Rome's biggest department store I was shunted to the second floor to find an English speaking clerk, who informed me that the sweaters I was seeking were at the counter next to the one where I made my initial inquiry.

■ An American visiting Versailles on his own will find no concessions to the language barrier. At this great historic estate visited by thousands of English-speaking people annually, none of the personnel speaks English. Nor are there any signs in English to explain the complicated schedule of tours.

Much has also been said about the need to prepare our hotels to handle European visitors. Hotel personnel must be trained to deal courteously with foreigners who have difficulty making themselves understood.

Many of our modest hotels compare favorably with the tourist class hotels that I used during my European trip. In terms of service, such as towels and soap, we are actually more demanding than the Europeans we propose to entertain.

■ The success or failure of the tourism program will probably rest on far more fundamental considerations:

• **What do we have to offer?** When we talk to Europeans, we talk to people who have the vacation paradises of Switzerland and the Riviera within easy reach; the art treasures of Paris and the Louvre. Yet we are offering them something which should be at least as exciting—recreational, scenic, commercial. A country uniquely different from any they have seen.

• **How are they going to see it?** A tour of the U.S. must cover great distances, touch on an array of features. Is our travel industry prepared to arrange the transportation services which the visiting groups will require? Will we see that they are properly housed and fed? Will we make sure the visitors understand what they are seeing? That they get value for their money? And that they go home satisfied that they were treated respectfully? #

Miller Advertising Adds One

First Republic Corp. of America, New York, a publicly owned real estate company, has appointed Miller Advertising, New York, to handle advertising. Advertising will appear in newspapers in major cities, and in real estate and financial publications. Albert Frank-Guenther Law formerly handled the account.

Cosgrove Rejoins Donnelley

Joseph F. Cosgrove, formerly manager of the Pennsylvania division of Encyclopaedia Britannica Inc., has rejoined Reuben H. Donnelley Corp. as eastern sales representative of *Water Works Engineering*, *Wastes Engineering* and *Fire Engineering*. He first joined Donnelley in 1947.

Buxton to Goodis, Goldberg

Goodis, Goldberg, Dair Ltd., Toronto, has been named to handle advertising for Buxton (Canada) Ltd., Toronto, manufacturer of leather goods. Buxton's U.S. operation, Agawam, Mass., is handled by Doyle Dane Bernbach Inc., New York.

'PTN' to Publish Weekly

Photographic Trade News, a bi-weekly since 1959, will be issued every Monday effective Aug. 28. The new 52-time rate will be 15% off the previous 26-time rate. The magazine is one of 11 published by United Business Publications, New York.

Medics, Educator Urge Anti-Smoking Educational Drive

CHICAGO, July 20—A joint committee of the American Medical Assn. and the National Education Assn. has urged establishment of educational programs designed to discourage children from smoking.

This was one of several recommendations made by the Joint Committee on Health Problems in Education, reported in the July 24 issue of the *AMA News*.

Another recommendation asks that the AMA's council on foods and nutrition revise its statements criticizing the sale of carbonated beverages in school lunch programs, to include "foodstuffs consisting essentially of sugar."

Regarding smoking, the committee said: "In view of accumulating evidence suggesting deleterious health effects from smoking . . . the committee encourages the home and school to initiate education for prevention at the ages prior to the usual beginning of the practice."

■ Such education, the committee said, "should take the form of thorough exploration of the social factors involved and conflicting views relating to the effects of smoking on physical and emotional health."

MEDICAL ASSOCIATION SETS POLITICAL ARM

CHICAGO, July 20—The American Medical Assn. has announced the formation of the American Medical Political Action Committee, to be headed by Dr. Gunnar Gundersen, a former AMA president.

The committee will function independently of AMA, although its activities will be financed in part by the association. Contributions from members—any M.D. and adult members of his family may join—will also be used.

Dr. Gundersen, of La Crosse, Wis., said he did not know whether AMPAC will engage in any advertising. Its purposes are to improve government by encouraging physicians and others "to take a more active and effective part in governmental affairs"; to educate physicians and others as to political issues and records and positions of parties, candidates and office holders; and to assist physicians and others "in organizing themselves for more effective political action."

■ Presumably the committee could take over such campaigns as the one AMA has been conducting in connection with proposed federal health legislation (AA, April 24). ≠

Sobotka Joins 'Washington Star' in New Ad Manager Post

Jon Sobotka, formerly director of advertising and promotion of General Wine & Spirits Co., a division of Seagram Distillers, New York, has been appointed to the new post of advertising promotion manager of the *Washington Evening Star* and *Sunday Star*, a new post.

Jon Sobotka

Prior to joining General Wine & Spirits, Mr. Sobotka was director of advertising and sales promotion of Pharmacraft Laboratories, New York.

Blackhawk Names Clayton

Sidney Clayton & Associates, Chicago, has been named to handle advertising for Blackhawk Industrial Products Co., Butler, Wis., a division of Applied Power Industries, Milwaukee. Blackhawk was previously without an agency.

Street & Finney Names Three

Street & Finney, New York, has named James R. Cashel, formerly with Benton & Bowles, research director. John A. Zalud, former research director, has been named an account executive. Marjorie Camp, formerly with Reach, McClinton & Co., has joined Street & Finney's copy department.

'Mademoiselle' Names Two

Robert M. Marks has been promoted to the new post of sales coordinator of *Mademoiselle*, New York. David L. Trimble, formerly with *Vision*, has joined the *Mademoiselle* sales staff and will handle travel advertising, a former duty of Davie Millar, previously eastern ad manager, who resigned.

Marks/Rifkin Appoints One

David Zohn, formerly account executive of Recht & Co. Advertising, Beverly Hills, Cal., has been named account executive of Marks/Rifkin, Beverly Hills.

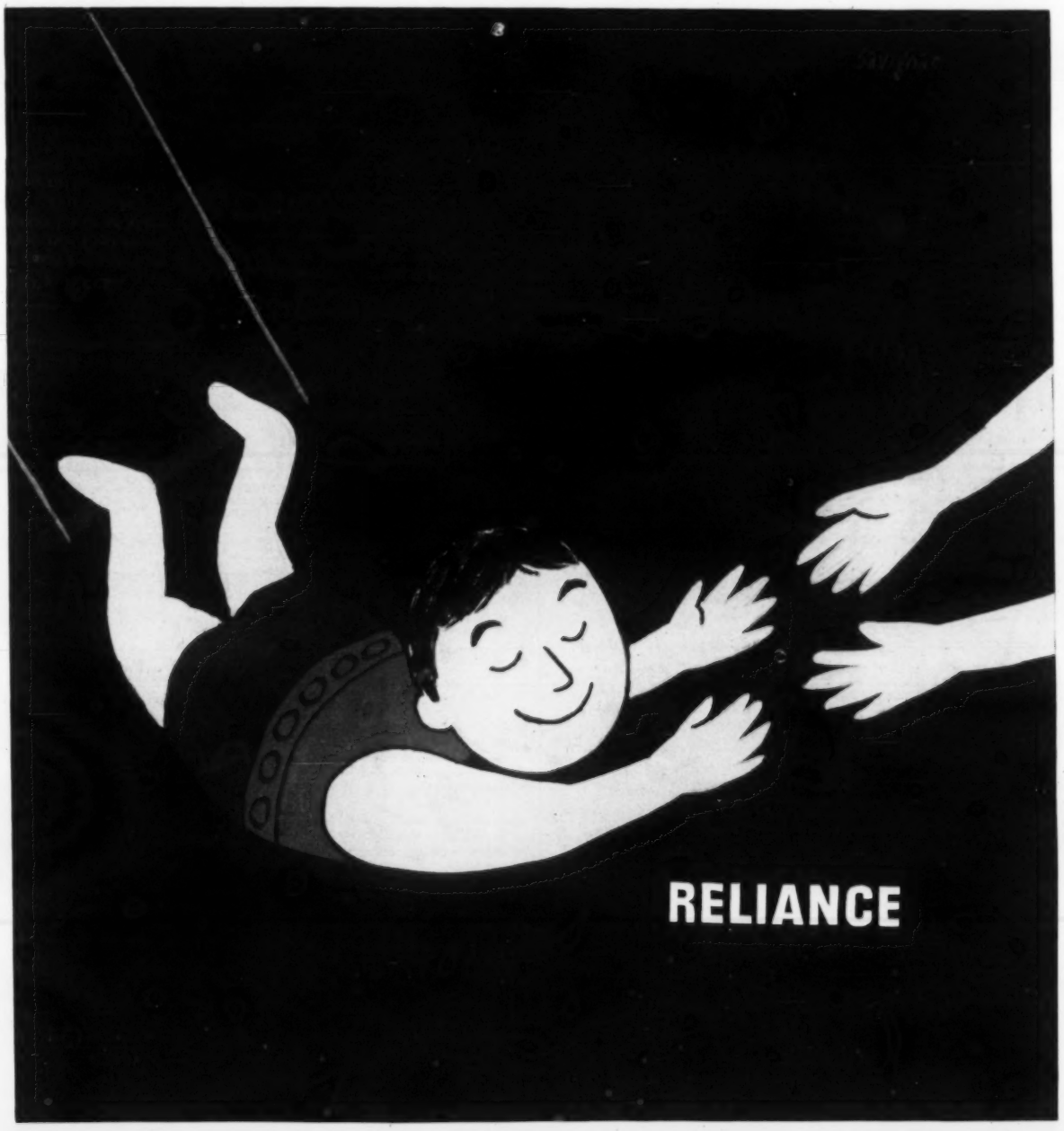
San Francisco Chronicle

LARGEST DAILY

CIRCULATION

IN

NORTHERN CALIFORNIA



Greater Philadelphia is housing developments, a great seaport, prosperous industrial areas, suburban shopping centers—all part of one dynamic market.

And Greater Philadelphia is home of The Bulletin—its most widely read, most *relied-upon* newspaper.

Discussing the pros and cons of health insurance, following the fortunes of the Phillies, or exposing voting irregularities, The Bulletin mirrors the changing face of Greater Philadelphia.

When you buy The Bulletin, you buy Greater Philadelphia's leading newspaper . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC.

Advertising Offices: New York, Chicago, Detroit, Los Angeles, San Francisco. Florida Resort Office: The Leonard Company, Miami Beach.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 50,026

HELP WANTED

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
191 Seventh Ave. New York 11, N.Y.

COPY—CONTACT

Well established and expanding Ohio agency has immediate opening for a young copy-contact man. A wonderful opportunity with plenty of room to grow for married man with several years agency experience who is thinking of the future—$7000.

Box 5039, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICITY SPECIALIST

for national manufacturer of residential, commercial and industrial products. Responsible for planning and execution of entire program, including contact and placement. Starting salary between $9,500 and $10,000. New York location.

Box 5063, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALESMAN

Leading national publisher in trade field has career opportunity for aggressive salesman capable of creative selling. Man selected will be of executive caliber yet willing to do a shirt sleeve job. Some traveling. Unusually pleasant community. Good salary plus commission. Future unlimited. Send recent photo and resume of experience past five years.

Box 5066, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

ART DIRECTOR—Do you have a "feel", a flair, a truly modern sense of design? We're a medium size industrial agency planning to move to NYC who needs a highly creative AD to head a 2-man art department. Tell us about your experience with a resume, and show us with ad and literature proofs, which will be returned. State your salary requirement.

Box 5064, ADVERTISING AGE
630 Third Ave., New York 17, New York.

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

OPPORTUNITY UNLIMITED—New sales position open with Arizona newspaper group. Knowledge of media-agency-client selection a necessity. Familiarity with weekly newspapers definitely an asset. Headquarters in fabulous Phoenix. $435-$450 starting salary. Commission. Expenses. Send complete resume and picture to **Weekly Newspapers of Arizona, Suite 401-Central Towers Bldg.-Phoenix, Arizona.**

AD SCREENING

Ideal position for women who would like to leave agency work. Position requires a person who is adapt at detail, likes to work on her own and is familiar with media terminology and rating data. Much agency and media contact through correspondence and by telephone. Salary commensurate with experience. Excellent company benefits including profit sharing. Send resume to **Mr. Krueger, Standard Rate & Data Service, 5201 Old Orchard Road, Skokie, Ill.**

HELP WANTED

ALL-ROUND MAN WITH NEW BUSINESS LEANINGS

Solid South Florida agency looking to future needs for well-rounded man who also has talent and liking for new business side. Equivalent of full partnership can be acquired in time. We're ready to talk now, have him join us this fall. Write fully, enclosing photo, to:

Box 5065, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

COPY WRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
191 Seventh Ave. New York 11, N.Y.

POSITIONS WANTED

FEMALE ARTIST 24, with 4 yrs layout-paste-up exp seeks challenging job with ad agcy or publisher. Write for resume:

Box 5067, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

GIVE MY "GOODBYES" TO BROADWAY

Leave everything but 27 years experience as Adv.-Sales Prom. Mgr. of major corporation and Acct. Exec of 4A agency. Salary secondary to associates and right location in South or Southwest.

Box 5068, ADVERTISING AGE
630 Third Ave., New York 17, New York

Young Account Exec with Eastern Agency who has happy clients, but he is not. Wants to find out if Horace Greeley sang out with selling copy. Interesting resume. L.A. or San Francisco area. 8-10M.

Box 5069, ADVERTISING AGE
630 Third Ave., New York 17, New York

TECHNICAL ILLUSTRATION-WRITING

Artist conception. Cutaway and Exploded view drawings. Free Lance or will relocate. **3919 Mountain View Drive, Boise, Idaho.**

SALES PROMOTION MGR. PLUS

7 highly creative yrs as SP mgr. for top 4A Agcys & mfrs.—POP, packaging & display director, DM, brochures, incentives, sls tools, copy-contct, layout/design. Exp. cosmetics, toiletries, hard gds. 31 Married. Top ref. Salary open for right pos.

Box 5070, ADVERTISING AGE
630 Third Ave., New York 17, New York

MARKET RESEARCH ANALYST

Two Years with leading ad agency. Experience in studies of consumer attitudes, copy effectiveness. Sound knowledge of re research design, statistics. MA Psych. Seek position with agency or company.

Box 5071, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

EDITORIAL POSITION WITH FUTURE

Growth opportunity on consumer or trade publication desired by gal, 29, BS, 8 yrs in indust. editing, publ. & adv. Fully versed in writing, research, interviewing photo direction, layout & production.

Box 5072, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADVERTISING-MARKETING EXEC

13 years in pkg. goods and other cons. prod. Able planner and doer; creative in all phases of market programming; depth in field mdsg., agency operations.

Box 4592, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Copywriter (Female) N.Y.C. $15,000+ 4A Agency. Nat'l pkge goods. Print & broadcast. Over 30 years.

Box 5073, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE DIRECTOR AVAILABLE

Time tested ability in all phases of graphic arts, sales promotion and management. Exceptional background in art direction, advertising management, public relations, sales and marketing. Seeking a mature opportunity. Now located in Philadelphia; will relocate.

Box 5074, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE ART DIRECTOR-ARTIST

Modern fresh approach, 11 years extensive experience in design, layout, illustration, etc. N.Y. City area only, $10M-15M.

Box 5076, ADVERTISING AGE
630 Third Ave., New York 17, New York

Editor, Writer, Creative Layout, Photography in So. Calif. for trade mag. or company pub. Broad exp.—transp., food, heavy & lite construction.

Box 27 Q 50, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

RADIO & TV PROD-WRITER, PGM.

5 years top creative NY agency. Helped organize broadcast department. Awards. 4 years CBS operations, radio production, TV writing. Know music & jingles

Box 5077, ADVERTISING AGE
630 Third Ave., New York 17, New York

IF YOU'RE LOOKING FOR A

crackerjack television, print & promotion writer experienced in products from drugs to autos to beer to high fashion . . . contact:

Box 5078, ADVERTISING AGE
630 Third Ave., New York 17, New York

POSITIONS WANTED

Research Mgr.—11 yrs exp in all phases (Consumer-Ind-Adv) + teaching. Masters + PHD work. Mid 30's Chicago $11,000.

Box 5075, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

TRADE PAPER REPS.
WANTED FOR ILLINOIS-OHIO AREAS

Publishers space representatives (already representing other publications) wanted for specialized magazine serving business management. Above average commission. Submit complete resume.

Box 5079, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHERS' REPRESENTATIVES

NATIONAL FOUNDRY DIGEST, a new vertical tabloid with terrific potential, needs active reps who want in on ground floor with new group publisher. Two more magazines to be launched in next 6 months. **Digest Publications, 3691 Lee Road, Cleveland 20.**

REPRESENTATIVES AVAILABLE

PUBLISHER'S REPRESENTATIVE

A developer and producer with an excellent record, seeking publication in the Chicago territory. Commission basis.

Box 5080, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

Across N.W. Sta., off Congress Expressway Desk Space & Telep. Service-$40.00 per mo. Telephone Service Only-$18.00 per mo. **Randy Telephone Service-STate 2-8811**

Press time open on annual basis to print monthly periodical of 100M or 200M copies. Web letterpress. 16 to 64 pages, type size 9¼" by 13". Spot color one side. Can handle compositions and stereo. Plant in Poughkeepsie, N.Y.

A. J. Hall, Box 514, Ithaca, N. Y.

BANTER, new satire magazine, is in the works. Subscribe now and get limited edition hand-numbered first issue. $3 a year. **BANTER, 104 E. 40, New York 16, N. Y.**

Sell very profitable Civil War Centennial Promotion campaign to agencies and accounts. Commission. Send qualifications.

Bloch and Company
1010 Euclid Bldg., Room 402
Cleveland 15, Ohio

Chance for Direct Mail Writer to join major advertising agency!

If you enjoy writing Direct Mail . . .

are experienced in modern techniques of getting orders for consumer goods by mail and understand Direct Mail testing methods . . .

you may be the man we are looking for.

We are one of the world's five largest Advertising Agencies. We need an experienced Direct Mail writer who can produce . . . who has the ability and leadership to head up an eventual full-scale Direct Mail Department.

The job includes promotional Direct Mail plus Mail Order selling through regular media and through the mails.

This is an unusual opportunity to work closely and importantly with other writers in a major consumer goods Advertising Agency. It also offers a chance to help build a new and important client service in this Agency.

The position is in our Chicago office. Salary open.

When replying, please be very specific about the work you are currently doing, the extent of your responsibilities, products you are selling by mail; results, etc. State salary desired and include a resume of all previous business experience. Please *do not* send samples of your work unless requested.

Send reply to Box 824
ADVERTISING AGE
200 E. Illinois St.
Chicago 11, Illinois

DON HARRIS NEEDS:

for one of New York's "hottest" agencies a food AE, strongly experienced in writing marketing plans. If so experienced, could come from major-brands food company ..... $15M (Otherwise, Don's files take care of him this week.)

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago WA 2-9400

SKIN DIVING PICTURES

Authentic underwater pictures with diving gear used correctly. Unusual color or black & white photos as only experts can provide.

SKIN DIVER PUBLICATIONS, INC.
P. O. Box 111 Lynwood, Calif.
Publishers of SKIN DIVER MAGAZINE and DIVING NEWS

THIS

is the time of year when we begin to hear a lot about the Summer Doldrums. We're hearing the rumbling already, but we don't much believe in it.

We have a great crop of young talent and seasoned pros in all fields of advertising and the graphic arts.

If you're looking for an addition to your staff you had better get with it before these people are comfortably settled in another organization.

BETH TURNBULL/GRAPHICS COUNSELLOR
M. L. BARNARD/ADVERTISING COUNSELLOR
BARNARD PERSONNEL
220 S. State St./Chicago 4/WA 2-2306

JOB ADVANCING?

Make the move to your new job easy and worry-free with the Burnham Van Personalized Moving Plan—the most helpful plan you ever saw.

Send for the free 16-page booklet which gives you moving tips on how to pack, a checklist of things to do. Write for your copy today: Edward Swann

BURNHAM VAN SERVICE
1633 Second Avenue, Columbus, Ga.

Westport has excellent schools, beaches, moorings and a community club-park.

My charming home has a large living room with fireplace, 3 bedrooms and large studio/bedroom. Cooled by attic fan. 2 baths.

Big 2-car garage, playroom, laundry, sundeck.

High, drained wooded acre, on circle of a dead-end maintained road.

Oversize screened terrace close to dense woods makes a cool living room.

Well worth a visit to Hal Darrow, 38 Highland Road, Westport, Conn. Dial 203 CA 7-7848.

WANTED

ADVERTISING AGENCY

EXPERIENCED

IN LAND PROMOTION

Must have complete know-how in land promotion field for Florida, California or Arizona land. Write Seymour Ruck, 323 S. Franklin, Chicago 6, Illinois, or phone: Harrison 7-3951.

Our 50th Year

ASST. ADV. MGR.—Creative copy electronic consumer mfr. $8-10,000.
ARTIST—B&W illustrator good oppty. mid-west agcy. 7,800.
MARKETING MAN—25-32—MBA pref. with some research exp. 7,000
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

MERCHANDISING ASSISTANT

for Elanco Products Company (a division of Eli Lilly and Company), Indianapolis, Indiana.

Conduct consumer and industrial products advertising functions, including analyzing marketing situations, creating advertising campaign concepts, coordinating materials production, and liaison with advertising agencies.

Must have academic degree, be under 35 years of age. Experience in consumer advertising preferable; sales promotion experience desirable.

All qualified applicants will receive consideration for employment without regard to race, creed, color, or national origin. Contact W. A. Lewis, Chief, Personnel Requirements, Eli Lilly and Company, Indianapolis 6, Ind.

COPYWRITER

WANTED BY MEDIUM-SIZE
CHICAGO AGENCY
$8,000—$10,000

Are you a good, versatile writer—not a Johnnie-one-note? A perfectionist, so every job you turn out is wrapped up nice and neat—and right? Think you'd feel at home in an agency where all you have to do is produce the best advertising in the business for products like building materials (everything from roofing to paint), business machines, furniture? Then write us—fully, quickly, and in confidence; our staff knows of this ad.

Box 823, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

Have You Got a New Toy Idea?

Triple AAA-1 manufacturer with complete injection molding, blow molding, vacuum forming, die cutting and with complete facilities to manufacture box games and wooden toys, looking for new items on Royalty or straight sale basis.

★ National sales force
★ TV promotion minded
★ Creative Packaging

Write for appointment . . .
Box 796, Advertising Age
630 Third Ave., New York 17, N. Y.

LET'S MERGE OUR INTERESTS

If you are an account executive with established billings and anxious to expand your earnings, or if an agency being throttled by mounting costs, here is an opportunity to associate with a Chicago agency with an excellent reputation and credit rating.

Box 812, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY PRODUCTION MAN

For growing Chicago agency. Must be experienced in all phases of ad plate and printing production and follow through; a doer not a talker, honest and hard working. Excellent opportunity for advancement. 35 hr. week, hosp., paid vacation. Full benefits. State salary requirements. Send resume and references. All replies confidential. Box 826, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

TWO TOP YOUNG AD MANAGERS
CONSUMER EXPERIENCE

Leading consumer food company with national distribution — strong national and regional advertising programs — must be experienced in all media — either agency or manufacturer experience.

AGRICULTURAL EXPERIENCE

Regional Feed Division with strong dealer organization needs sales minded advertising man — must be self starting producer. These two jobs offer excellent growth opportunities in pleasant midwest area. Salary, fringes, etc. Send resume to:

Sales Personnel Director
The Rath Packing Company
Waterloo, Iowa

CREATIVE HOUSE PERSONNEL

SHOP TALK

The day a man's failure begins is when his job ceases to be fun.

We learned this in Paris when we asked a chef what he put into a sauce that made it so tantalizing. He replied: "A little bit of heart."

This week, we have 102 openings for talented people who have the capacity to "put a little heart" into a job so that they will be great, not just good.

To open such a door to your future you need only to knock on ours.

FOREIGN TALK

How much of an adventurer are you?

Just a few hours by jet is pure excitement for 4 top creative men. A great American agency needs to staff up in Germany.

If you "Sprechen sie Deutsch," you're in like Flynnhoffer — but since genius is international, Uncle Sam talk will do. Here's what they need:

1. A Creative Director
2. A Copy Director
3. An Art Director
4. A TV Producer

How many marks would you like for such a golden opportunity?

ART TALK

If you are beyond the "Draw me and win an art course" stage . . . .

If you don't need numbered squares to make your own portraits at home, then bless your little pastel heart.

We have art jobs for you.

They range from $5,000 to $40,000. So come to our house and we'll help you pay for your house.

COPY TALK

We have 31 job openings for copywriters which must be filled now.

They range all the way from a guy who just dreams up campaigns ($30,000) to trainees ($100 wk.).

We're also still looking for a top writer on toiletries (at a handsome $28,000) as well as topsters on trade, industrial, farm or sales promotion.

Some need explaining.

Senior Writer. One who knows his way around all media and can get mail-order pull.
to $15,000

Junior Writer. Who can make words sing—and is an expert on dogs. Canines, that is.
to $8,000

Food Writer. A gal with a way with words who knows her way around the kitchen.
to $15,000

Movie Writer. Who writes print and TV to serve as Assistant to an Ad Agency President.
to $12,500

WHERE ARE THE JUNIORS?

Our most crying need is for bright young ad and PR writers in the $7,000 to $12,000 area. Come in! Feel 10 feet tall.

RESEARCH TALK

Creative House would like to hire a top researcher to find out why top researchers are playing so hard to get with that lovable old Ad Maker—me!

We need to fill these faster than Speedy Alka Seltzer.

Medical Researcher	$15,000
Food Researcher	12,000
Market Analyst	15,000
One Man Dept.	12,000

ACCOUNT TALK

For account executives, we have several one-window, two-window and three-window job openings.

They range from a cosmetic Account Supervisor ($35,000) to copy/contact at $10,000.

Just dictate a resume to your nearest copywriter.

TV TALK

Look fellas.

We've sat like little lambs through your commercials. We didn't even get up at station breaks.

Now we demand equal time.

We have some choice TV jobs up to $28,000 for writers, producers and storyboard artists.

Have you gone so show business that we must run after you in Variety?

Come, come. This is an Ad Age!

CLIENT TALK

Creative House was established May 1, 1961, A.D.

For aged-in-the-wood that doesn't rank us with Hiram Walker's De Luxe, or Pepsi Cola even.

But already we're advertising's number one Talent Center—with jobs and applicants around the world.

We are so sure of the people we send to match your jobs that we guarantee them unconditionally for six months, or we get no fee.

How much surer can you get?

JACK BAXTER KNOWS ADVERTISING • ADVERTISING KNOWS JACK BAXTER
41 EAST OAK • CHICAGO • DE 7-0001

Pennsalt Appoints Three

John J. Kilkeary, William D. Silcox Jr. and Clair A. Lippincott have been named staff members of marketing planning department of Pennsalt Chemicals Corp., Philadelphia. Mr. Kilkeary, with Pennsalt since April, was previously technical sales representative in fabrics and finishes department of E. I. du Pont de Nemours. Mr. Silcox, with Pennsalt since May, was formerly in the sales department of Minnesota Mining & Mfg. Co. Mr. Lippincott formerly was with Robinette Research Laboratories.

Reis Names Tove Advertising

Robert Reis & Co., New York, manufacturer of men's underwear and pajamas, has appointed Tove Advertising, New York, to handle advertising. Tove's affiliate company, Central Creative Service, will handle Reis' sales promotion. The previous agency of record is W. B. Doner & Co.

Johnson Resigns Daily Post

Robert H. Johnson, general manager, part owner and member of the board of directors of the *Daily Rocket* and *Sunday Miner*, Rock Springs, Wyo., has announced his resignation as general manager. He will retain his part ownership and position on the board.

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

FREE LANCE COPY PLUS FULLTIME CONTACT!

Pro writer proved in all media: print, broadcast, collateral, display. Contact man fully oriented in marketing, media, planning, strategy. We'll tackle anything from spec sheets to spectaculars—spots to slide films. Presentation on request. Write: Box 822, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

COPYWRITER

Steadily growing Chicago agency needs experienced copywriter to serve Agricultural, business, industrial and consumer accounts. Some contact work too. Must be a self starter that can follow through and do the whole job. A real pro that has several years of agency experience under his belt. Full benefits include Blue Cross, paid vacation, 35 hr. week, etc. State salary requirements with detailed resume and references. All replies confidential. Box 825, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

AGENCY ACCOUNT EXECUTIVE

+ PLUS

(We expect very few answers to this ad . . . but they'll be good ones.)

	YES	NO
1. Do you have thorough industrial advertising experience?	☐	☐
2. Do you believe an agency has a responsibility to market goods and services?	☐	☐
3. Are you a creative man?	☐	☐
4. Are you a good salesman, of your ideas, your company, yourself?	☐	☐
5. Are you a good organizer?	☐	☐
6. Can you effectively direct the work of others?	☐	☐
7. Are you a hard worker yourself?	☐	☐
8. Have you ever run your own business . . . or feel that you could?	☐	☐
9. Would you rather share risks and profits than have just a comfortable salary?	☐	☐
10. Would you like to become a key member of a top Los Angeles Agency and share in ownership someday?	☐	☐
11. Are you 35 to 45 years old . . . or an exceptional younger or older man?	☐	☐

If your answers are all "yes," please write. We need you . . . and have a lot to offer in return. Replies confidential.

Box 27 Q 230, Advertising Age
4041 Marlton Ave., Los Angeles 8, Calif.

Thomas Kahler Mrs. Kahler Campbell

AGENCY VISITORS—*Two women were among members of the Newspaper Advertising Executives Assn. who toured Campbell-Ewald Co. during the group's summer meeting in Detroit. Colin Campbell, agency exec vp, greets Pauline Thomas, Republican Courier, Findlay, O.; Arnold Kahler; and Mrs. Maxine E. Kahler, Tribune, La Crosse, Wis.*

Presenting-
your message to over 177,000 marketing men and women for as low as $5 per ad!

Complete coverage. Quick action. Low cost. That's why it pays to run your classified ad in Advertising Age. Try it!

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____
Street_____
City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

C&W's New President Nichols Sees Agency Regrouping, Seeking Business

Agency Has Creative Reputation, Intends to Keep It, He Tells AA

NEW YORK, July 18—One morning in 1945 a Marine lieutenant, Carl W. Nichols Jr., was getting ready to go ashore with the first wave on a little island north of Okinawa. A landing vehicle just ahead of Nichols' got blasted out of the water. Lt. Nichols sloshed past the debris and made it to the beach.

C. W. Nichols Jr.

As a 2nd Marine pioneer, his job was to reconnoiter and help secure the beachhead for the division and set up new lines of communication. The beachhead was secured.

■ This week, ex-Marine Nichols was trying to get an advertising situation well in hand. He was spending his first week in the president's chair at Cunningham & Walsh, following several account losses by the agency and some shakeups in agency ranks—and it looked as if Mr. Nichols' experience under fire was paying off. Calmly he mapped the agency's future in an interview with ADVERTISING AGE:

"First, we're going to consolidate our present business. This stands at $38,000,000 after account departures and the sale of our Chicago office back to Ivan Hill and his associates—although Cunningham & Walsh definitely will stay in Chicago.

■ "Second, we're going after some new business. This agency made a creative reputation, and we intend to keep it. Our pride was somewhat wounded by the recent turn of events. But we are nevertheless proud of the work we produced for those departing clients."

He said C&W has been "gratified" by the kinds of reactions it had encountered among its clients in the past week.

"The agency business has inevitable risks. Advertising dollars today are under greater scrutiny because of general economic conditions. Companies are taking close looks at things like production and new product development. The squeeze on profits is on—and smart management restudies its advertising and its agency.

"That is a client's prerogative, and if I were president of a corporation, I'd do the same thing." Mr. Nichols said it was a wise manager who "knew where to cut costs," in today's "exceptionally competitive market."

■ How does Mr. Nichols feel about being president of a large shop?

"Proud and excited—but I guess a little humble, too. There's a big job to be done here, you know. It's a real challenge.

"But there's one point I want to make clear. This wasn't the reorganization of one man. It was the creation of a new team. I don't think any one man, by himself, can be a miracle worker."

Mr. Nichols elaborated this way:

He said that C&W's new exec vps—Edward H. Calhoun (marketing services), Anthony Chevins (creative services) and Joseph D. Nelson Jr. (account management)—all would have heavy roles. "We've worked together. We know the other man's strengths, and we know his weaknesses.

"Now we're ready to go. We're ready to cut the mustard."

Some other "minor shifts here and there" are on tap for Cunningham & Walsh, but these can't be revealed now, he said. Asked whether C&W was planning to pare its personnel roster, he replied: "A staff reduction will be made, to make payroll commensurate with billing. That's just good business practice."

C&W's financial position, he said, is "exceptionally sound," and the agency's outlook is "determined and confident."

■ As for his own background, Mr. Nichols said he almost didn't make it into the ad field. "Back in high school, in Kansas City, Mo., I had my heart set on art and writing, and had just about decided on a career as a commercial artist. But I found out my artwork wasn't good enough to be great."

He took up journalism at the University of Missouri in 1940. Three and one-half years later Uncle Sam tapped him, and he wound up in the Marine Corps V-12 program at the University of Michigan, where he got his degree. In all, he spent four years in the Pacific as a "very undecorated Marine second lieutenant."

■ In 1946, his discharge in his pocket, he descended on New York and landed his first job in the research department of Newell-Emmett Co., which later became Cunningham & Walsh. He spent three years researching Sunshine Biscuits and American Telephone & Telegraph Yellow Pages. In 1949 he was named field supervisor.

He jumped to creative-contact on Sunshine and Smith-Corona until the Korean War snared him in 1950 for two more years of Marine duty. He came out a captain. Returning to Cunningham & Walsh he was reassigned to Sunshine Biscuits and also worked on St. Regis Paper and Wheeling Steel.

■ Mr. Nichols was boosted to copy supervisor in 1956; to vp, creative director (one of three) and a member of the operations committee a year later, when he also worked on Folger's coffee. In 1959 he handled the successful solicitation of Johns-Manville, which returned to C&W after 31 years. That gave him account supervisor status; a few months later he was named senior vp.

In September, 1960, he was appointed account management supervisor over St. Regis and Johns-Manville business. The agency elected him to its board in December.

■ Mr. Nichols expects his new job to reduce some of the time he's able to spend at home in Darien, Conn., with his wife, Joan ("She's the genuine article—born and raised in New York") and their four children—Christine, 9; Carl III, 5; Nancy, 3; and Matthew, 2.

His interest in youngsters, he said, is "great," because "they face problems beyond our imaginations. And they're better equipped if they have faith in themselves." To this end Mr. Nichols has taught Sunday school for six years and has been general superintendent for the past three years. He is an elder of the Noroton Presbyterian church.

In sports, he terms himself an "avid but erratic" golfer ("usually in the 80s or 90s, but a 77 the other day"). He also plays tennis ("that's Joan's game"). Reading, with the accent on government and politics, rounds out the Darien picture. #

Russell Oakes, 71, Retired Agency Man, Pseudo-Inventor, Dies

WAUKESHA, WIS., July 19—Russell E. Oakes, 71, an advertising man who became an entertainer widely known as "the wizard of Waukesha," died here July 16.

Mr. Oakes retired in 1948 from the post of copy director at Klau-Van Pietersom-Dunlap, Milwaukee. He had been with the agency 17 years. He then worked professionally as an entertainer and also became advertising manager of Archie Ladewig Co. here on a part-time basis.

As the "wizard of Waukesha" he played the part of an eccentric inventor, demonstrating inventions that sounded fine but were ridiculous. Among them were a self-winding spaghetti fork, a knife with holes in it for eating peas, and a hydraulic cigaret lighter the size of a suitcase.

Mr. Oakes got his start as an entertainer demonstrating the inventions before local organizations. When the act became a success, he turned professional. He had appeared on the Garry Moore television show about eight times.

SHERMAN K. ELLIS JR.

SCARSDALE, July 18—Sherman K. Ellis Jr., 44, former General Foods Corp. marketing executive, died July 13 of a heart ailment.

A World War II naval pilot, Mr. Ellis joined GF in 1951. He served with the Maxwell House division and was product group manager of the Jell-O division when he left the company earlier this year.

MRS. C. E. HEWITT SR.

TONAWANDA, N.Y., July 18—Mrs. Charles E. Hewitt Sr., 79, co-publisher of the *Tonawanda News*, died July 16 after a long illness.

After the death of her husband, publisher of the *News*, in 1942, Mrs. Hewitt became active in the management of the newspaper, serving as co-publisher with her son, Charles E. Hewitt Jr. When her son died in 1947, she continued as co-publisher with his widow.

H. H. STALKER

FLINT, MICH., July 18—Herbert H. Stalker, 80, formerly head of the old H. H. Stalker Advertising Agency, Toledo, O., died here June 29. A native of Toledo, Mr. Stalker operated the agency there for about 25 years. He left Toledo about 15 years ago to make his home in Flint, where he operated an agency under his own name until a few years ago.

MELVIN REHNQUIST

CHICAGO, July 18—Melvin Rehnquist, 56, operator of an advertising agency bearing his name, died July 11 at his home in Homewood, Ill.

Mr. Rehnquist was advertising manager of Mall Tool Co., Chicago, purchased in 1956 by Remington Arms, Bridgeport, Conn., until 1951, when he opened his own agency.

GENE HUSE

NORFOLK, NEB., July 18—Gene Huse, 75, publisher of the *Norfolk Daily News*, died in his home here July 7 after being stricken a day earlier with pneumonia. He was president of Huse Publishing Co. and founder of WJAG, Norfolk radio station. #

Brown Joins Dominion Electric

Charles A. Brown, formerly assistant production director of Byer & Bowman Advertising Agency, Columbus, has been named advertising manager of Dominion Electric Corp., Mansfield, O.

Ruby Flores Tinoco Robbins

OUTDOOR FIESTA—*General Outdoor Advertising Co. and its Mexican subsidiary, Vendor, Mexico City, held a reception in Chicago to honor the Mexican ambassador to Washington, Antonio Carrillo Flores, and to inform the ambassador and other Mexican officials of GOA's program of postings in major U. S. cities to promote tourist travel to Mexico. With Ambassador Flores and GOA's president, Burr L. Robbins, are two members of a Mexican-American dance team, Gia Ruby and Eugenia Tinoco.*

Adams Joins Helene Curtis

June Adams, formerly account supervisor of John Margo Advertising Agency, Cincinnati, has been appointed product manager of the products division of Helene Curtis Industries, Chicago.

Miller Gets Conover Book

E. Matthew Miller Agency, Philadelphia, has been named to handle promotion of Conover-Mast Publishing Co.'s *International Science & Technology*, which will bow in January, 1962.

Kohlhepp Names Smith, Taylor

J. A. Kohlhepp Sons, DuBois, Pa., wholesale and retail lumber and building supply company, has appointed Smith, Taylor & Jenkins, Pittsburgh, to handle its advertising.

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Toy Ad Rivalry Hits New Highs, but There's Sure Winner—Designer Glass

From Hotel Suite in Chicago Flows Stream of New Items 'for Fun'

CHICAGO, July 20—The 1961 Christmas season is already pretty well advanced—in the toy business.

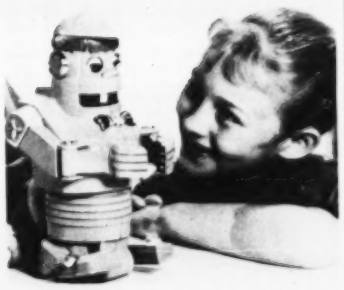
Marvin Glass

• In New York, Ideal Toy Corp. has confirmed it is planning half sponsorship of "Maverick" (ABC-TV), a move that will bring its tv expenditure up into the $3,500,000 bracket for the year. Other items in Ideal's tv lineup: Network participations in "Mighty Mouse" and Roy Rogers (CBS); the Macy's parade in New York (NBC); a 13-week spot schedule to break in September in 40 markets; and some one-shot specials.

Ideal (Grey Advertising Agency) doesn't break down its ad spending by individual toys, but the company expects its biggest toy this year to be the Robot Commando. It's the "most important toy we've got this year," says Melvin Helitzer, ad director.

• In California, Eldon Industries also is hard at work promoting This advertiser, located in Hawthorne, will be in network tv this fall for the first time, with 15-minute buys of three Saturday morning children's shows, on NBC and CBS, plus a spot tv schedule in 25 markets—both starting in September.

Eldon's tv promotion (through Kenyon & Eckhardt) will feature four of its toys, headed by Yakkity Yob, a lever-operated, one-toothed talking redhead.



YAKKITY YOB—*He walks, talks in response to a hand operated lever.*

The Robot Commando is expected to gross some $7,000,000 this year; Yakkity Yob sales are expected to hit at least $5,000,000.

• In Chicago, meanwhile—as these companies and others prepare to promote their hardest for their respective shares of the toy market—sits a man who can't lose. He is Marvin Glass, designer of both the Commando and Yakkity. Ideal and Eldon may contend for the Christmas toy dollar, but Mr. Glass, a serious-minded if whimsical man, plays on both sides.

In addition to the Robot Commando and Yakkity Yob, his output for this year included Kissy doll, Pop Za Ball game, Lucky Star game, a polyethylene cork gun, and a number of others. His hedge involves more than just two big-spending companies. Pop Za Ball, for instance, is being marketed by Mattel Inc., also in Hawthorne, the pioneer tv spender among toy makers. Mattel (Carson/Roberts) is planning a $3,000,000 expenditure for advertising this year—for Pop Za Ball and the other items in its line.

• The nation's top toy designer, Marvin Glass was born in Chicago and was graduated from the University of Chicago. His toy workshop is a nine-room wing of the ancient Alexandria Hotel, where his staff of 21 works behind locked doors in order to maintain the secrecy without which his toy ideas might be dispersed prematurely throughout the industry—a highly unwelcome eventuality.

Mr. Glass lives in the Alexandria suite. He is a prodigious reader and a tireless talker. His closet holds 250 suits.

He thinks toys should be fun, or, in the psychology-oriented language of the industry, child-centered.

His own bent is in the direction of philosophy.

Confronted with his reputation as the toy king, he once told a visitor, "I consider myself a complete and utter failure."

"I simply can't stop," he explains. "I am always trying to create the perennial toy favorite—an impossible task." #

ROBOT COMMANDO—*It operates via breath control and shoots missiles out of the top of its head.*

Pacific Thrift Files Bankruptcy Suit Against 2 Film Distributors

Bankruptcy proceedings have been filed against Governor Television Attractions and National TV Station Representations in U.S. district court in New York by Pacific Thrift & Loan of Los Angeles. Pacific Thrift is seeking to collect on loans made to the tv film distribution companies, both of which are headed by Arthur Kerman, president. The claim against Governor TV is for a loan of $46,705 and a security of $6,791, which Pacific Thrift charges is of dubious value or non-existent. The claim against National TV is for a loan of $791. Pacific Thrift also noted that it holds other claims against National TV for loans exceeding $110,000.

Governor TV Attractions distributes feature films and such shorts as "Laurel & Hardy," "Bucky & Pepito" cartoons, "Wonderworld" series and "Rendezvous with Adventure."

Interstate Bakeries Moves Ad Department to Kansas City

The advertising department of Interstate Bakeries Corp. will be transferred from the Los Angeles division office to the company's general offices in Kansas City, Mo., at 12 E. Armour Blvd., effective Sept. 1. Making the move will be Ernest B. Huster, vp, advertising and bread sales, plus all other members of the advertising department except Jan Guthrie, public relations director, who will continue in the western division headquarters. Miss Guthrie also will serve as advertising liaison with the Kansas City office.

WOOL APPROACH—*The American Wool Council, as part of its five-pronged fall promotion (AA, July 17), will run the ad with the jungle gym in Parents' Magazine and The New York Times Magazine in August and September and the two young misses in Seventeen in August. Other consumer publications to be used are American Girl, Esquire, Glamour, Harper's Bazaar, Mademoiselle, McCall's, Outdoor Life, Playbill, Playboy, Reader's Digest, Sports Afield, Sports Illustrated, Time and True. Potts-Woodbury is the agency.*

Knorr Soups to Bow in Midwest, East in Big Push

(Continued from Page 3)

the sampling effort was spot tv and color spreads in local Sunday supplements.

In Syracuse and Dayton, the Best Foods division concentrated on pre-print color ads in newspapers. The heavy sampling program was eliminated, except that the newspaper ads carried the same sort of certificate mailed to Columbus and Providence families. Supplementing the newspaper push were more spot tv and Sunday supplement use.

The company scheduled about 15 to 20 one-minute spot tv commercials a week in each market. Newspaper ads were run "in any paper which would take the business," Mr. Volkhardt said. So far Best Foods has spent from $300,000 to $500,000 on the four-market test.

"Surprisingly enough, Knorr sales did about equally well under both plans," Mr. Volkhardt told ADVERTISING AGE. He added that although sampling won't be used on a regional basis because of its high cost, the company "may very well" sample specific areas.

• When distribution for Knorr soups is achieved in the East and Midwest, probably about the end of September, ads for the soups will begin appearing in six or seven of the women's service magazines, on daytime CBS-TV shows sponsored by Corn Products, on nighttime spot tv, and via color newspaper ads.

Also, the company is dickering with several of the Sunday supplements to carry the Knorr ads on a regional basis and expects to run in two of them. Later, Knorr commercials will cut in on two nighttime tv Corn Products shows, "Dennis the Menace" and "The Red Skelton Show."

Mr. Volkhardt said about 200 newspapers will be running the pre-print color ads for Knorr soups, the largest such schedule in terms of depth of penetration, according to Knorr's Agency, Dancer-Fitzgerald-Sample.

• Results from test markets have shown that dry soups doubled their volume with the entry of Knorr, the Best Foods division marketing chief said. He said that data from the four cities revealed that Knorr sales didn't take business away from Lipton, Campbell or Heinz, but increased total soup volume. Mr. Volkhardt said the company is "quite optimistic" that Knorr can capture a portion of the market by broadening the entire soup market, which he said has been static for the past few years, as far as the number of new brands is concerned.

Pointing out that the soup business is a $500,000,000-plus market, even larger than the margarine market, Mr. Volkhardt said that the industry is so large "you don't have to have a large percentage to have a very large business."

The Knorr strategy is to play up more different uses of the soup than do Campbell or Lipton ads. Although Mr. Volkhardt didn't put it quite this way, Knorr ads won't be appealing to mothers to serve "soup for lunch," but will be asking hostesses to dish out soup for dinner parties and as hors d'oeuvres, instead of shrimp cocktail. "We won't be appealing to children directly, but they'll follow their parents," Mr. Volkhardt said.

• A check of the statistics shows that Mr. Volkhardt is following the tide on one point, but is against the marketing currents on another. The soup business, in one sense, has indeed been static—canned soups have held about 92% of sales for the past decade, while total sales have climbed from $242,000,000 since 1950. But the same set of figures also reveal soup mixes have fallen off from 7.2% of the market in 1950 to 5.3% in 1960. Also, households with children account for two of three soup sales dollars.

Best Foods marketers, however, are operating on the premise that Knorr soups will taste better than other brands. For the past two and one-half years, the company has been modifying the European version of the soups to American tastes. Corn Products acquired majority interest in the Swiss-based C. H. Knorr Co. in 1957. "If these soups aren't right, nothing was ever right," Mr. Volkhardt told AA, "and you can throw all research out the window." Knorr soup is the biggest selling brand in Europe, where the company was established in 1838.

During the test market stages, Best Foods imported the soups from Europe, but the company is now operating a Knorr plant in Argo, Ill., to turn out the seven soups in the Knorr American line.

Peerless Boosts Howard

Elizabeth Howard, formerly assistant advertising manager of Peerless Co., Providence, specialty store chain, has been appointed director of advertising and public relations.

Stereo FM Is 'Potential Bonanza': Meagher to NAMM

CHICAGO, July 20—Stereophonic broadcasting via fm is a "potential bonanza" for radio-tv dealers, according to John F. Meagher, vp for radio of the National Assn. of Broadcasters.

But a word of caution was issued by Robert E. Lee, a member of the Federal Communications Commission, who said all the work done to insure good quality for stereo fm will go for naught "if the receiving equipment does not match those high standards, and I hope the heat of competition will not result in killing the goose that will lay a beautiful golden egg."

Both men spoke at a stereo fm symposium at the National Assn. of Music Merchants show. The symposium was presented by the Electronic Industries Assn.

• Mr. Meagher said that reaction to fm stereo by advertisers and agencies has been varied. He said comments from admen range from "Stereo is the excitement the medium has been looking for" to "Stereo won't make that much difference; the fm listener is the same fm listener with or without stereo."

He said an NAB survey among 381 fm stations showed that 185 of them—48.5%—plan to engage in stereo broadcasting, 140 do not and 32 are undecided.

Mr. Meagher said a "chicken and egg" situation has developed, where stereo receiver sales are dependent on availability of fm stereo broadcasting, and where fm broadcasters are waiting for cooperation from dealers in selling enough sets to justify the equipment changeover to stereo.

• Commissioner Lee put a damper on hopes of stereo am broadcasting in the near future, saying, "I for one am in no mood to even study, let alone approve, stereo in the am band. I believe it would be contrary to the public interest if the term stereo were to be attached to less than high audio quality."

• In another session at the music merchants' show, Arno H. Johnson, vp and senior economist of J. Walter Thompson Co., New York, said retail sales of musical instruments in the U.S. could rise 85% in the next decade, to about $1.1 billion a year. He based this on the premise that 10 years from now there will be more than 50,000,000 amateur musicians in the country, compared with about 32,000,000 today.

Mr. Johnson said musical instrument sales of $600,000,000 have been estimated for 1961. He urged an increase in advertising and public relations activity in the industry to make sure of taking advantage of the factors which will make expanded potential available. #

Art Henderson Is with BBDO

In a letter published in the July 10 issue of AA, as part of a collection of letters replying to criticisms by the Creative Man, Art Henderson was erroneously identified by Dave Baker as being with N.W. Ayer & Son, whereas he actually is with Batten, Barton, Durstine & Osborn, Detroit.

Ammarell Named 'SI' Manager

Raymond R. Ammarell Jr. has been appointed general manager of *Sports Illustrated*, New York, a new position. He had been business manager of the magazine since its inception in 1954. Mr. Ammarell joined the comptroller's department of Time Inc. in 1941, and in 1948 moved to *Time*.

Under FCC Scrutiny, Biscayne Tells of Service Programs

MIAMI, July 19—Biscayne Television Corp., which is in jeopardy of losing its license to operate on Channel 7 here, has retained a research company to conduct a survey "to ascertain the views of responsible citizens on the subjects of community needs and television programming."

Biscayne announced that First Research Corp. will conduct the inquiry among "responsible citizens" in south Florida. The station is also distributing to community "leaders" copies of a brochure, "Responsibility," which documents the station's public service broadcasting.

"Should you be one of those approached" by the interviewers, Biscayne advises recipients of its brochure, "we sincerely urge you to cooperate in this highly important survey . . ."

■ Last year the Federal Communications Commission legal staff said FCC should disqualify Biscayne and two other applicants—South Florida Television Corp. and East Coast Television Corp.—on their Channel 7 applications because of off-the-record approaches to an individual member of the FCC (AA, July 25, '60).

In March, the commission asked its legal staff to draft a document tentatively awarding Channel 7 to a fourth applicant, Sunbeam Television Corp. No further action has been taken. #

Armour Names Marsteller

Armour Pharmaceutical Co., Chicago, has named Marsteller, Rickard, Gebhardt & Reed, Chicago, to handle advertising for its animal health products. The products involved are Armidexan, an injectible iron for anemia control in baby pigs; Antrate-H.C. and Armovac-A, used to protect hogs against cholera, and a variety of other animal health products distributed through veterinarians. Jordan, Sieber & Corbett, Chicago, is the former agency.

Rose Joins Dudgeon, Taylor

George B. Rose has joined Dudgeon, Taylor & Bruske, Detroit, as manager-media and production. Mr. Rose was formerly with Nemethy Davis; Kelvinator division of American Motors Corp.; the old Brooke, Smith, French & Dorrance and Mumm, Mullay & Nichols, Columbus, O.

PUBLIC SERVICE—*Biscayne Television Corp.'s brochure, "Responsibility," shows examples of public service broadcasting on Channel 7, Miami, including these two shows on Cuba and Hurricane Donna. The Federal Communications Commission has license renewal of Channel 7 under consideration.*

MacNeal Calls 'McCall's' Reader Claim 'Nonsense'

(Continued from Page 3)

$3.50 for *Ladies' Home Journal*, for 1959 and 1960 together *McCall's* average was 46% cut rate, compared to 45% for the *Journal*. For the two years before that the average was 36% for *McCall's*, vs. 29% for *Ladies' Home Journal*.

■ The Curtis chief added that *Good Housekeeping*, a Hearst magazine, was "certainly a major magazine, and it had only 35% in 1960, compared with 41% for *McCall's*." He said *McCall's* executives "curiously enough, do not consider their own magazine, *Redbook*, a 'major magazine,' because although it had over 3,000,000 circulation in 1960, it had only 31% cut price subscriptions, compared to *McCall's* 41%."

Mr. MacNeal said *Ladies' Home Journal* would "adjust prices competitively on a delivered cost-per-thousand basis to meet this latest gimmick," adding, "Our circulation will not be inflated, but will continue to reflect the true level of reader interest in the *Journal's* editorial and advertising content."

■ "The astute buyer of advertising," said Mr. MacNeal, "has, of course, not allowed *McCall's* hocus-pocus to obscure the fact that they have again bid for leadership by making another unjustified price cut."

McCall's, in a rebuttal offered by A. Edward Miller, publisher, said its financial position "speaks for itself," pointing out that its profits this year will exceed the 1960 and 87.9%, or $9,575,000, over ing revenue for the year to date, through July," said Mr. Miller, "is up 27.4%, or $4,400,000 over 1960 and 87.9%, or $9,575,000, over the same period in 1959. During seven months of 1961, the *Ladies' Home Journal* is off 6.1%, or $982,000, in advertising revenue from 1960. The *Journal* is down 14.9% from 1959, or $2,627,000, in ad revenue.

"For the first eight months [of 1961] *McCall's* ad linage is down 2.5% compared with an estimated decrease of 21% for the *Ladies' Home Journal*," he said.

Concerning *McCall's* 1,000,000-reader bonus offer, Mr. Miller said the magazine industry is "a highly competitive business, and we have sought to be intense in our competition—but not unfriendly—and we will not alter our policy. We shall continue to publish what we consider is the best product and leave the decisions to the consumers and the advertisers."

■ According to a revised statement by Mr. Miller, *McCall's* "has a lower percentage of subscription sales at reduced rates than any other major magazine with the exception of *Redbook* and *Better Homes & Gardens*, according to 1960 and 1961 figures."

He added: "The *Journal's* figures are based on historic patterns. Magazines must be evaluated on a current basis, since they cannot be bought or used retroactively."

Mr. Miller said the June issue of *McCall's* was on newsstands an extra week "in order to make effective with wholesalers an incentive plan, and to give them the opportunity to promote this issue further at their own expense. As a result, June, 1961, newsstand sales exceeded sales for June in the previous year."

WAVE-TV viewers brew
28.8% more COFFEE and TEA

—toast 28.8% more toast, and enrich it with 28.8% more "spread"!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., Dec., 1960.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

'READER'S DIGEST' PAID 'NOTHING' FOR 'CORONET'

NEW YORK, July 20—*Reader's Digest* will acquire *Coronet* unduplicated subscriptions and fulfill them, and will pay $1,300,000 for the unamortized portion of the press at W. F. Hall Printing on which *Coronet* was printed.

A. L. Cole, general manager of the *Digest*, said "we paid nothing" for the *Coronet* subscriptions. Last week ADVERTISING AGE reported incorrectly that some observers placed the purchase price of the list at $1,000,000.

Mr. Cole said the W. F. Hall press is the same make and size used by the *Digest*, and that the limit of the *Digest's* part of the *Coronet* subscription list acquisition was to fulfill unduplicated subscriptions. "We simply relieved *Coronet*" of the responsibility, he said. #

'FAMILY CIRCLE' GUARANTEE BOOSTED; GOES REGIONAL

NEW YORK, July 18—*Family Circle* has announced that it will increase its guarantee from 5,500,000 to 6,000,000 with the September issue. Rates, however, will not increase until the January, 1962, issue, the magazine said.

Starting with its January, 1962, issue, *Family Circle* will publish nine U.S. regional editions which parallel established Nielsen marketing areas. The editions are to include one for metropolitan Chicago and one for metropolitan New York. A Canadian edition also is published.

The magazine said the availability of geographic units by Nielsen areas "is a breakthrough in the clouds of confusion about regional magazine editions. Lately, a number of magazines have chopped up the U.S. into different shaped pieces, each to his own taste, so that it's hard to tell the east central from the south central without cross references." #

Japanese Advertisers Set 'Business Week' Ad Section

Eight industrial giants of Japan combined to run a nine-page advertising section in the July 22 *Business Week* to highlight the resurgence of the Japanese economy. The participating advertisers were Ajinomoto Co., Fuji Iron & Steel Co., Hitachi Ltd., Nippon Kokan, Nissan Motor Co., Sumitomo Electric Industries, Tokyo Shibaura Electric Co., and Toyo Rayon Co. The section was assembled by International Media Representatives, Tokyo, Japanese representative of *Business Week*, with all the ads prepared and placed by Dentsu Advertising.

Murray Dance School Moves Account to Lambert & Feasley

Arthur Murray School of Dancing, New York, has named Lambert & Feasley, New York, as its agency. The account has been at Donahue & Coe since 1956 and had been billing about $500,000. The account was in the news last year when it agreed to a Federal Trade Commission consent order forbidding its dance studios from using bait ads, phony contests and coercive sales methods to sell its dance courses.

'American Girl' Hikes Rates

American Girl has increased its circulation base, effective with the January, 1962, issue, by 50,000 to 800,000. The one-time b&w page rate will go from $2,605 to $2,875, and the four-color page rate from $3,250 to $3,575.

North Moves N. Y. Offices

North Advertising, New York, has moved its offices to 770 Lexington Ave. The agency reports that its more than $16,000,000 in billings is split about 60-40 between clients served out of Chicago and New York, respectively.

'McCalls', 'LHJ' Admit Overcharging on Ads: 'Good House'

(Continued from Page 3)

service magazines reach that part of the market where tv shows a pronounced weakness."

The executive, who declined use of his name, said that when *Good Housekeeping* decided to raise its October cover price to 50¢, "we again confirmed our long-standing conviction that the reader should be asked to share publishing costs with the advertiser. This has proved to be a popular approach with those who pay the freight."

He said his publication "hopes other publishers will follow our lead. It will make a big difference in publishers' profit statements and the values they can offer the advertiser."

■ *Good Housekeeping's* own ad campaign has hit hard on the 50¢ cover price angle. One headline read that the magazine was reviewing "the question of cost and quality in magazine circulation." Copy went on to say that "rates rising far out of proportion must be deeply disturbing to advertising men who are business men."

(It also said that "market tests have already established that readers will pay the new 50¢ cover price." Subsequent *Good Housekeeping* ad copy interpreted its cover boost in terms of "selectivity," "advertising continuity" and "advertising costs.") #

American Broadcasting Co. Names Siegel Exec VP

Simon B. Siegel has been named exec vp of American Broadcasting Co., New York. Mr. Siegel will continue as financial vp of ABC's parent company, American Broadcasting-Paramount Theaters.

Simon Siegel

In an intracompany memo covering the appointment, Leonard H. Goldenson, AB-PT president, said the ABC departments which had formerly reported to him would now report to Mr. Siegel. The title clarifies the corporate management structure, but Mr. Siegel already was considered a key figure at ABC.

Renault Boosts Nye to A. M.

William D. Nye, formerly assistant merchandising manager, has been appointed advertising and sales promotion manager of Renault Inc., New York, importer and marketer of the Renault automobiles from France. This is a new post for Renault. Mr. Nye, who was with the Lincoln-Mercury division of Ford Motor Co. before joining Renault, will report to Hubert Bechet de Balan, general sales service and merchandising manager.

Gero, Bierstein Adds One

Gero, Bierstein & Levy, Paterson, N. J., has been named to handle advertising for Colorite Plastics Inc., Paterson, formerly handled by Zakin Co. Gero, Bierstein also has named Ira Berger, formerly with Gimbel's, production manager.

Warren Joins Scholastic

Edward Warren, formerly eastern advertising manager of *House Beautiful*, has been appointed associate advertising manager of *Science World*, *Co-ed* and *Practical Home Economics*, published by Scholastic Magazines.

Ride the train that crosses 5,800 miles of Siberia to Moscow.

Go with the first U.S. journalists in 15 years to ride the world's longest railroad line.

Meet the grass-root Russians who live in Siberia —a land bigger than America, bleaker, colder, less populated than any other land on earth.

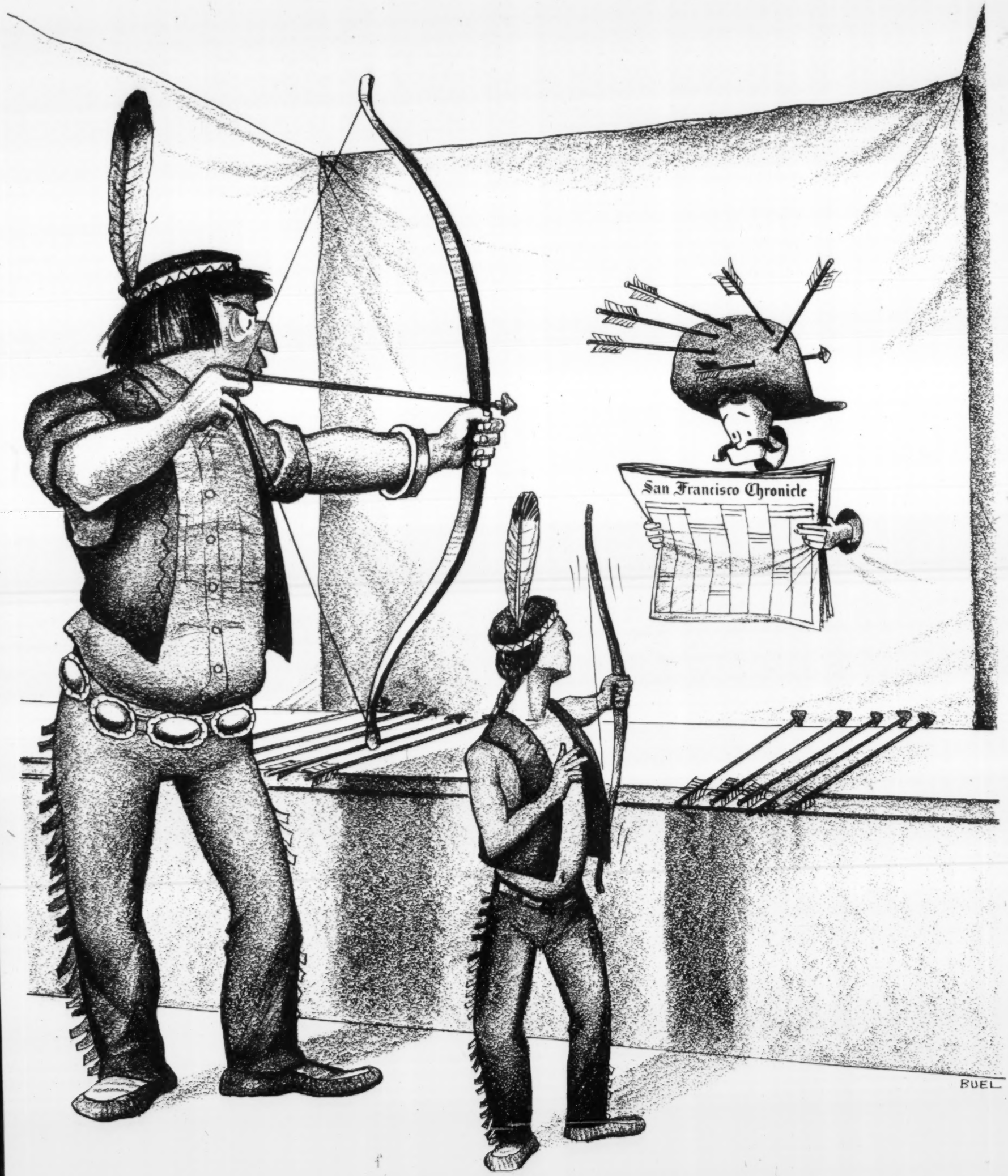
See it all—and suddenly the dreaded Siberia you thought you knew turns out to be something else entirely—a fascinating, fast-developing country with people who claim they want peace as badly as we do.

In the issue out last Wednesday, this LIFE story met your need to see and know with new urgency.

LIFE is the only magazine that can bring so many people the picture-news of the week so fast every week. Proving again why today, more than ever before, people value LIFE. Why today, more than ever, advertisers value LIFE.

LIFE

THE CHRONICLE MEANS THE WEST



Represented by Sawyer Ferguson Walker